

January/February 2022

The specialist international magazine for theme parks and FECs

InterPark

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Gröna Lund unleashes its inner Monster

5 World News



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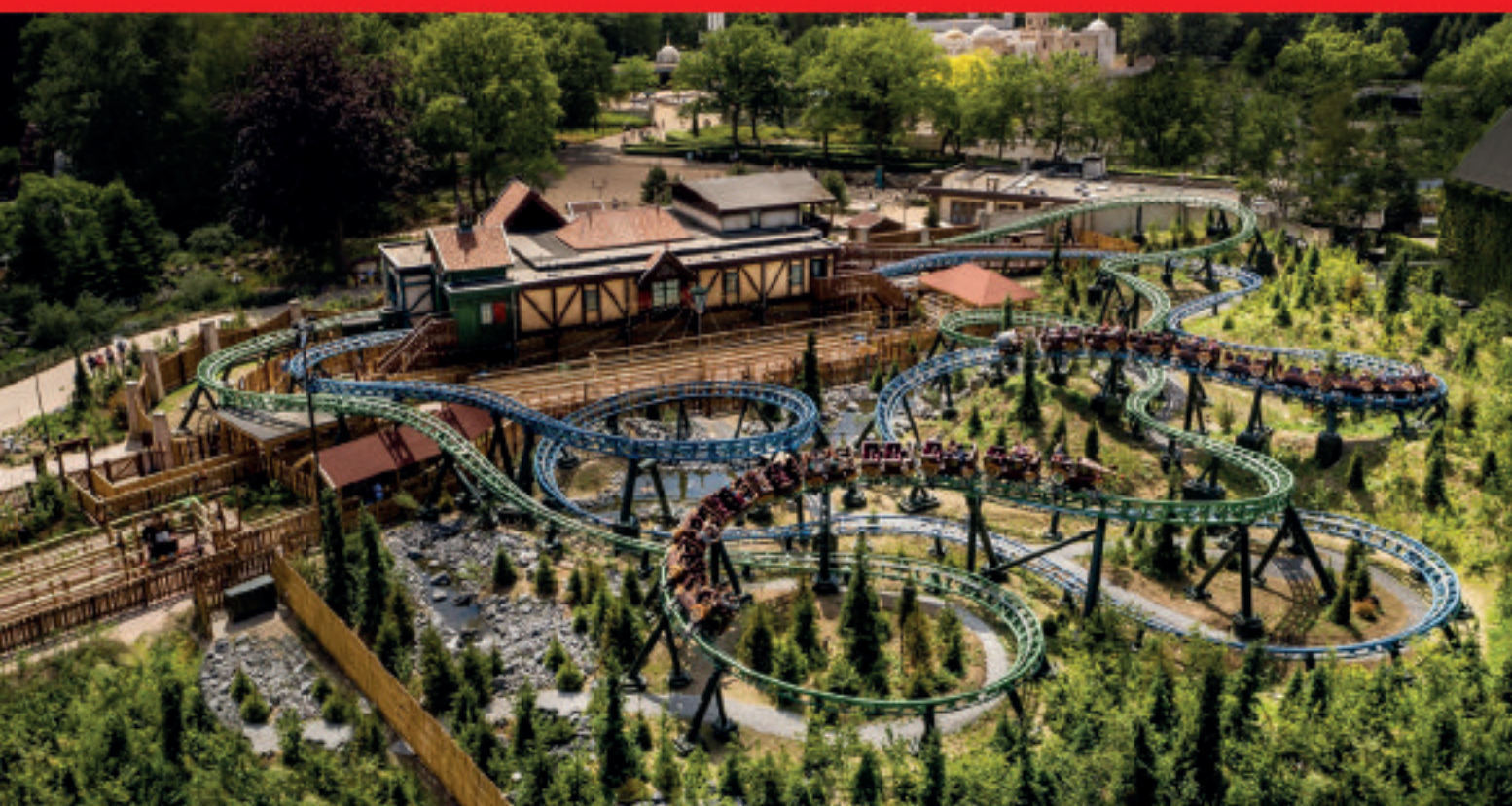
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The new girl

Beth Whitaker **Editor**

Welcome to the first issue of InterPark for 2022 and the first with a female Editor at the helm in 25 years!

For those of you who don't know me already, my name is Beth Whitaker and I have been working on *InterPark* under my predecessor Andrew Mellor, for more than a decade - writing news and features for various sections of the magazine. I can't thank Andrew enough for all the support and guidance he has given me over the years, and I really hope to do him proud as I take *InterPark* forward in this next chapter.

While I won't be making any drastic changes to the magazine for now – with all the well-loved features remaining – you will notice some of the news pages this month look a little different and include longer interview pieces covering topical news items. Over the next few issues, you will begin to see more of this kind of news-feature content with the shorter, time sensitive news pieces remaining on our website, interpark.co.uk.

As we move forward, in time, the magazine will also receive a fresh new look – still delivering all the latest projects, installs and product releases you've become accustomed to, but presented in a fresh way – keep your eyes peeled for that!

Back to this issue and we bring you all the latest news and product launches from the much-anticipated IAAPA trade show in Orlando, Florida that took place in November. While not as big in terms of exhibitor numbers as it has been in previous years, the show received positive feedback all round and signalled a road to recovery after what has been an incredibly difficult couple of years for everyone.

Features this issue include a project profile on Monster at Gröna Lund in Stockholm, Sweden, which opened to the public in June last year; we get a visitor's view to Isla Mágicapark in Seville, Spain; and our regular Park Life article focuses on Calaway Park in Calgary, Canada; we also take a closer look at new innovations and projects opening in water parks around the world in our new Sector Focus.

I would also like to take this opportunity to welcome our newest member of the team – Emma Davidson, who will be responsible for the Park Life articles moving forward. Great to have you onboard Emma and thanks for a great introductory piece!

So, I hope you enjoy the read and if you would like to work with us on an editorial piece or have any feature ideas you would like to pitch, please feel free to reach out to me on editor@interpark.co.uk

BWhitaker

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its established location and visitor base, extending visitation in excess of one and a half million visitors per year. The resulting tourism precinct presents an unprecedented opportunity for operators in the tourism and entertainment sectors.



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| 3 Community Outdoor Spaces | 10 Water Shows and Recreation Area |
| 4 Destination Shopping Outlets | 11 Wave Park |
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Vimto Out of Home launches sugar-free ICEE drinks

Vimto Out of Home, supplier of soft drinks to the leisure, attractions and hospitality industries, has announced it has reformulated the popular frozen drink ICEE, so it is sugar-free.

According to Vimto Out of Home, the carbonated slush ICEE maintains the same look, taste and texture as previously but is sugar-free and low in calories.

With 70% of consumers proactively trying to lead healthier lifestyles, Vimto Out of Home says it is committed to catering for the growing demand for healthier beverage choices among consumers.

As Angela Reay, brand and innovation controller at Vimto Out of Home, said: "As part of Vimto Out of Home's Happier Future ESG strategy, we are committed to providing our consumers with healthier, great tasting product choices. We are very excited about our new range and confident it will be a firm favourite with consumers."

The new range of sugar-free ICEES are available at leisure venues in the UK, Ireland and Europe.



NEWS IN BRIEF

CHINA Universal Beijing has announced two new appointments to its leadership team. Joe Hoskin has been appointed as the park's executive vice president and general manager, who will lead Universal Studios through its next stage of growth. Tom Mehrmann is stepping into a new role at Universal Parks & Resorts, as president and chief operating officer of Pacific Rim.

US Disneyland After Dark, the much-loved event that offers special entertainment and unique themes when dusk falls on Disneyland Resort, is to return to the theme park in 2022. The return of the popular night-time occasion will feature three classic shows – Sweethearts' Nite, Villains Nite, and Star Wars Nite.

EUROPE It has been confirmed that work on The London Resort, a huge new theme park in the UK, is to begin in 2022. The £2.5bn project has been likened to Disneyland. It is set to be the largest theme park in Europe since the opening of Disneyland Paris in 1992. The park will be located in Kent, between Gravesend and Dartford.

AFRICA Storyland Studios, the design and production company with offices in the US and Europe, has been selected to provide a major facility for filmmakers and tourists in Nigeria. The firm will be the designers of a new film city and campus for the film industry in Western Africa, with the opening of a first-of-its-kind hub in Lagos, Nigeria.



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AGS launches Bunkers & Bumps

Adventure Golf & Sports (AGS), specialists in the design, construction, fabrication and installation of interactive and cost-effective miniature golf and other sports products, has unveiled a new style of putting course for entertainment sites.

Known as Bunkers & Bumps, the system is designed to enable entertainment venues like FECs, hotels and restaurants, boost guest per capita spending by incorporating mini golf play into the overall guest experience.

The new putting system enables the assembly and installation of a unique golf course that features green technology. With a high grade of artificial putting turf, Bunkers & Bumps includes water drainage features. The panel system is made from recyclable materials, which are permeable, meaning courses benefit from instant drainage and thereby making them less prone to erosion.

Scott Lundmark, president at AGS, commented: "Our clients have come to us to expand on a market trend of natural putting courses, as compared to traditional miniature golf, and integrate it into their operations. Those that implement this new style of fun putting courses will be creating the opportunity for increased guest per-capita spending, boosting other revenue centres such as food and beverage, while enhancing the guest experience and bottom-line performance."

Holovis launches 360Golf



Holovis, creators of immersive attractions has launched 360Golf, a family gaming and mini golf experience.

360Golf features automated scoring and fully customisable themed courses. Specialised golf balls can be assigned to each player, meaning the number of strokes a player has taken can be tracked. A digital scoreboard shows every players' progress throughout the game, thereby eliminating the need for scorecards and pencils, as well as

disputes over shots.

The new mini golf course is equipped with sensors that trigger lighting, projection, audio cues, and special effects when the ball is hit and when it collides with certain objects.

To create the new mini golf experience, Holovis teamed up with Adventure Golf & Sports (AGS) to combine their 30 plus years of mini golf design expertise.

Scott Lundmark, president of AGS, commented: "We are truly excited about our partnership with Holovis to leverage their high-tech capabilities and combine them with our mini golf design experience to create a fun, new product for many venues."



Dave Mauck (left) and Cecil D. Magpuri at the Oceaneering Entertainment Systems facility in Orlando

Oceaneering Entertainment provides ride systems for Falcon's Beyond

Oceaneering Entertainment Systems (OES), developers of dark ride vehicles, show systems and other custom solutions for theme parks, is working with Falcon's Beyond Global to provide experience technologies.

Falcon's Beyond is implementing the OES ride systems on new Falcon ventures, including Suspended Theatre, dark rides, CircuMotion Theatre, and more.

The properties being supplied are currently in development and will be secured for the future rollout of the theme parks that will be developed and operated by Falcon's Beyond globally.

The two well-known companies in the attractions industry have been working together for almost two decades and are currently collaborating to launch the Katmandu Park in Punta Cana, in the Dominican Republic, with additional projects to be announced.

Cecil Magpuri, chief executive officer of Falcon's Beyond Global, commented: "We are beyond excited to bring our old friends at OES on board as our ride systems provider worldwide. They share our core values and are well known for the highest standards of quality, safety, and smooth engineering. With full collaboration between our teams, we're already creating cutting-edge experiences."

PWL launches new branding and strategy



Painting with Light (PWL) the Belgium-based lighting and video studio, has announced a rebrand with a new logo and website.

The rebrand is designed to highlight the company's new strategic market approach. PWL is also deploying a new strategic direction, including market diversification, digitisation and full turnkey project management for visual experiences.

Luc Peumans, CEO of PWL, commented: "The past few years have challenged us to become even more agile and adapt faster to changing market needs. Our customers are asking for more digital and turnkey solutions, so we broaden our offering in this direction. We successfully turned our rehearsal studio into a chromakey TV studio with augmented reality technologies for virtual events and live broadcasting, extending this towards fully equipped virtual studios for customers or companies at their location. All of this perfectly fits our mission of adding value to customers by creating engaging memories through powerful visual imagineering and sensory emotions."

With new programmers, designers, and project and sales managers to accommodate for the increasing demand for immersive experiences in the likes of theme parks, events, shopping malls, cities, and other destinations, PWL has increased its team capacity by more than 50%.

Among the company's 2021 projects was projection mapping for the Flander Vaccination Campaign, Winterlog in Bruges, and the interactive exhibition The Art Hour in Mechelen.

Gosetto launches new lines for 2022

Italian amusement ride manufacturer Gosetto has emerged from the restrictions of the last two years and the global pandemic with several new systems in production for 2022.

Having been forced to close their manufacturing facilities, which inevitably caused production to slow down as well as orders being cancelled, while business was difficult in 2021, the manufacturer is now moving forward with a renewed positivity and projects in the pipeline.

Currently, Gosetto has a number of two and four-storey Fun Houses in production - some with TUEV certification for the travelling market for various European countries and the US. Also, in collaboration with Sally Dark Rides, a new transport system called Treasure Hunt is in development for a location in Cannery Row, California. The six and four-seater cars with rotation, will feature theming from Sally Dark Rides and will be installed in an existing building that required a complete redesign of the car to fit in the small space of the location.

For smaller children, Gosetto is launching several new attractions including its MarcoPolo suspended attraction (pictured right) that features five arms, meaning four children (or two children and one adult) rotate around a central body, jumping and swinging outwards. This ride was first delivered to a park in Ange Michel, France, where it has received a lot of positive feedback.

Looking ahead, Gosetto is continuing to invest in new product lines, which are expected to be delivered in 2023 at the earliest.



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FunHouse



MarcoPolo

Aardman teams up with Electric Gamebox for immersive experience

Aardman, the award-winning British animation studio, has announced the creation of a new immersive attraction.

The experience is coming to a number of Electric Gamebox locations in the UK, including London, Manchester and Lakeside. Known as Shaun the Sheep: Championsheeps, the immersive experience caters specifically for a younger audience.

The attraction involves six people teaming up to participate in a number of games. The high-energy experience requires agility, teamwork and good reactions. The only equipment participants need to wear is a motion-tracking visor, which is provided on arrival.

The game lasts for 30 minutes and transports players to Mossy Bottom Farm "Championsheeps". At the farm, guests compete in a number of sporting events, all with a Shaun the Sheep theme, such as "Sheepy Uppy" and "Baah Bells."

This is the first time Aardman and Electric Gamebox has collaborated. Ngaio Harding-Hill, head of attractions and live experiences at Aardman, commented: "We are thrilled to launch Shaun the Sheep's first live immersive sporting adventures! The new partnership with Electric Gamebox provides fans of all ages with a completely unique Shaun the Sheep interactive digital event experience."



PortAventura World opens LaLiga restaurant and video game

PortAventura World, the family entertainment resort in Spain, has launched a new restaurant and video game, themed on Spain's primary football division, LaLiga.

The latest additions to the theme park are part of a €10m investment in collaboration with LaLiga.

The LaLiga-themed restaurant is known as TwentyNine's, while the new app-based video game is called 'The Beat Challenge.' Both new arrivals have been launched through PortAventura World's partnership with the Spanish football league.

The collaboration is being conducted in three phases. The restaurant and video game conclude the first phase of the collaboration.

The second phase will involve the design and development of a new attraction themed on the iconic football league, while the third and final phase will see a LaLiga theme park built within PortAventura World.

David Garcia, managing director of PortAventura World said the new offerings "will allow us to connect with new audiences" and "go beyond our physical borders, reaching more people and making it possible to enjoy PortAventura World from anywhere."



Batman escape room opens in Paris

The first multi-escape room to be themed on DC's Batman is to open in Paris in 2022.

The immersive escape room attraction will be known as Batman Gotham City Adventures and will be based on the DC superhero.

The attraction is a collaboration between Dama Dreams, an independent studio which focuses on immersive experiences, alongside DC and Warner Bros. It will open in a secret location in the French capital.

Guests will be transported to Gotham City, where they will encounter storytelling, live actors, gameplay and authentic surroundings.

David Harari, Dama Dream's founder and development director, commented on the new attraction: "Dama Dreams has always looked to push the boundaries of immersive experiences. We believe passionately that it is time to let audiences become part of the story. We are excited to partner with Warner Bros. Themed Entertainment to allow fans a chance to explore the world of DC's Batman."

First phase of Liseberg's Luna Park opens April 2022

The Liseberg amusement park in Sweden is to open the first phase of its new themed area known as Luna Park on 23 April 2022.

The first phase will feature family-friendly Turbo and Tempus rides. With motorcycle and sidecar vehicles, Turbo is an interactive Technical Park Sidecar XL carousel. Tempus is a Zamperla Nehulaz attraction, which features four rotating axes.

Luna, a Vekoma Family Boomerang rollercoaster, is due to open in 2023. The attraction will boast 242m of track, which lead to a drop at a dead-end spike. It will be the fastest and tallest ride of its kind in the world, reaching heights of 33.5m and speeds of 68km per hour.

Andreas Andersen, CEO of Liseberg, commented on the impending launch of Luna Park: "We are creating a completely new area, much like we did when we built the Rabbit Land in 2013. This time we are building an area for the whole family with several new attractions. The area is a tribute to the history of amusement parks and Liseberg - and a celebration worthy of a 100-year anniversary."





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ETF Aqua Mover heralds new water ride era

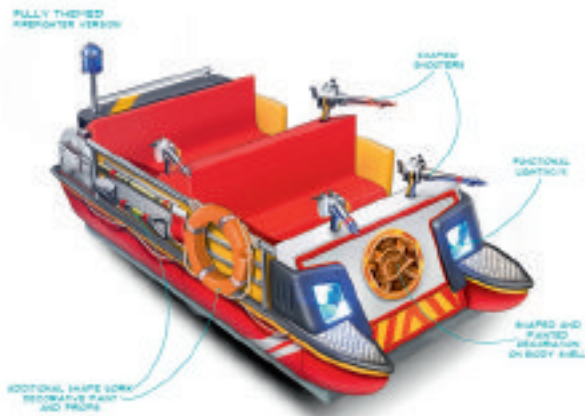
By David Whitworth

The latest type of water attraction is making waves as Tiki Splash Roulette has been unveiled.

The attraction was revealed in more detail at November's IAAPA Expo held in Orlando, Florida. Manufactured by ETF Ride Systems, the Dutch manufacturer has created an interactive water ride experience suitable for all ages. Tiki Splash Roulette is a turnkey, trackless ride and its colourfully themed area features a mix of entertaining water games.

The showpiece of the attraction is the ETF Aqua Mover, a ride carriage, which is at the cutting edge of technology. The ETF Aqua Mover transports passengers along the ride with guests taking part in a variety of aquatic challenges. It features on-board electrically activated water shooters built in for guests to fire at targets. The ride has eight beautifully themed carriages with differing colouring schemes of blue, green, orange and yellow. It seats four people with two in each row and riders compete against other Aqua Mover vehicles. Every hour, 360 people take their seat on this interactive voyage. The novelty of the ETF Aqua Mover represents a game changer for the water attractions market.

The journey along Tiki Splash Roulette takes in 'Octopus Battle,' with the aim to hit all targets. Another notable activity is 'Kanaloa's Game,' where riders battle to splash targets to earn the most amount of points - with the losing team being drenched in a flurry of water. Riders also have the opportunity to play 'Totem Battle,' taking aim at various totem poles. Guests will then pass through a volcano as the ride ramps up its sensory experience. Its theming mixture of jungle and water elements makes this a revolutionary attraction and is tailor-made for waterparks worldwide.



In an exclusive interview with *InterPark*, Ruud Koppens, CEO ETF Ride Systems, discussed the concept of Tiki Splash Roulette.

IP: How would you describe the attraction?

RK: With the Tiki Splash Roulette we have created a ride for the whole family that is perfectly suited for a water park. Now you see for the little



ones often a paddling pool and for the youngsters there are of course (high impact) slides. Something for the whole family, for all ages, is often limited or not available. The multiple non-linear routes, the competition element, its electrical-operated features make Tiki Splash Roulette unique.

"Many people surprisingly compare Tiki Splash Roulette to a Splash Battle. We understand that, but it's comparing apples to oranges. A Splash Battle is a track bound or track guided ride in which riders try to hit targets with manually operated shooters. Tiki Splash Roulette is always a trackless ride; it has multiple non-linear routing possibilities plus competition as the centre piece and the ETF Aqua Mover vehicles have electrically operated shooters. It's not about just battling the octopus or defying the volcano; riders compete against each other, after which Kanaloa, Tiki God of the Sea decides, based on your score, which raft wins and who pays the price.

"The vehicles used in this ride are the newly developed ETF Aqua Mover and these have an even broader scope. These are not specific to a water park, but can also be used, indoors and outdoors, in amusement parks. Think of it as those that we have been doing on land for years in the different dark rides with the ride routings, we have now thoroughly researched and translated this into a vehicle on water. So, you can also use the Aqua Mover in a (water) dark ride, with or without game features, in an amusement park or use it as an easy-going river ride."

IP: How long is the construction time frame?

RK: "Installation time depends on customer requirements, but an average project takes about a year. We switch quickly and keep the lines short with the customers and other partners involved."

IP: What are the challenges faced?

RK: "It may sound confident, but challenges are not there. If the customer has the space and knows what they want, then we advise based on the customer's wishes to create a top result together. We did our research well before putting this Aqua Mover and Tiki Splash Roulette to market."

IP: What is the investment cost and how much space does Tiki Splash Roulette need?

RK: "It depends on the wishes, requirements, features and optional facilities. For the total concept, including local facilities and theming, you can estimate around €2-3m. Tiki Splash Roulette needs about 900m². If you want a solution that is smaller or larger, our Aqua Mover offers endless possibilities."

For more information on Tiki Splash Roulette head to: <https://etf.nl/>



ETF Aqua Mover

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MIDDLE EAST

QIC invests in Qiddiya Six Flags

Qiddiya Investment Company (QIC) has awarded a US\$998.6m contract to Bouygues Batiment International (BBI) and Saudi Almagbani General Contractors to construct a Six Flags theme park in Saudi Arabia.

The park will be the first Six Flags theme park in the region and will be a key attraction destination for Qiddiya, which aims to provide diverse offerings in Saudi Arabia, including sports and wellness, nature and environment, arts and culture, motion and mobility, and parks and attractions.

The theme park will cover an area of 320,000sqm and feature 28 rides and attractions, 18 of which will cater for younger guests. The agreement will be signed by officials from the organisations at the Qiddiya Experience Centre.

Abdullah Aldawood, managing director at QIC, said: "With this signing, we are embarking on major steps towards building the Kingdom's future destination for entertainment, sports and the arts. We are pleased to collaborate with leading construction companies, like Bouygues Bâtiment International, and we look forward to building Six Flags Qiddiya together, delivering a world-class theme park with several exciting new ride concepts.

"Six Flags Qiddiya will be a key entertainment attraction for Riyadh, the Kingdom and the world at large."



Expo 2020 attracts record numbers

Expo 2020 Dubai recorded an impressive number of visitors in its first three months of opening.

From 1 October - 5 December the event enjoyed a record 5,663,960 visits. The scores of visits are said to have been boosted by the UAE's Golden Jubilee festivities, alongside a number of music, cultural and sports events and performances.

During the first two months of the 182-day Expo, a total of 10,461 events have already taken place. Among those visiting the Dubai Exhibition Centre, where the event is being held, have been Heads of State, Presidents and Prime Ministers.

More than a quarter of the Expo attendees in November were visiting from outside the UAE, from the likes of Germany, India, France, the UK and Saudi Arabia. The French President Emmanuel Macron, congratulated the organisers of 2020 Dubai for making the exhibition such a success, when he visited the site in November, while Reem bint Ibrahim Al Hashemy, Minister of State for international cooperation and director general of Expo 2020 Dubai, commented: "We are delighted with the figures, and that so many people chose to celebrate such a momentous occasion, the UAE's 50th National Day, with us here at Expo 2020 Dubai."



Masameer opens in Saudi Arabia

Simworx, a developer of 3D and 4D dynamic media-based attractions, has designed, delivered and installed a new attraction in Saudi Arabia.

Known as the Masameer Experience, the ride is located within the Studio zone of the Boulevard RUH City, a new prominent landmark in Saudi Arabia. RUH Boulevard is essentially a 'mini city', featuring nine zones that are rich in experiences for visitors.

The Masameer Experience features four of Simworx's dynamic 6DOF Stargazer ride vehicles. The attraction is themed around 'Masameer', the much-loved Saudi Arabian cartoon IP.

Guests are taken through a pre-show, comprising of models of the cartoon's much-loved characters, including Ghannam, Saad and Saltough. They then enter the showroom through the mouth of one of the characters.

Once in their seats, visitors are taken on a stimulator adventure, with special effects including wind and water spray, alongside dynamic movements, which mimic the action on the screen. The experience lasts around 20 minutes propelling guests through a series of different 'Masameer' worlds.

VR Bumper Cars head to Saudi Arabia



Spree Interactive, providers of virtual reality solutions designed for location-based entertainment, has partnered with I.E Park and SALA Entertainment to provide VR Bumper Cars in Saudi Arabia.

Featuring floor pick-up tracks from I.E Park, the latest range of NK cars, as well as VR tracking and software infrastructure provided by Spree Interactive, the Bumper Cars also comprise the Cyberblaster game, which is produced by Spree in collaboration with VFX Studios.

The interactive game involves players being transported to a virtual sci-fi world, where they must work as a team to defeat drones and computer viruses that have infected the virtual world.

Andrea Munari, president of I.E Park, commented: "In a world where VR is one of the fastest-growing segments of the amusement market, I.E Park Soli Car is investing in entertainment solutions that allow our clients to have all-encompassing VR experiences like never before.

"We want players to foster long-lasting memories as they transport to another world and Spree Interactives' sophisticated use of sensors is testament to our continued commitment to adopting advancing technologies."



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Peppa Pig Theme Park credited Certified Autism Centre

Peppa Pig Theme Park in Winter Haven, Florida, will open as a Certified Autism Centre.

Announced at the recent IAAPA trade show held in Orlando, the theme park has teamed up with the International Board to Credentialing and Education Standards (IBCCES) to acquire the accreditation as a certified autism centre (CAC).

Due to open on February 24, 2022 (at time of printing), the IBCCES will collaborate with the amusement destination to carry out autism sensitivity and awareness training among staff. The training will feature a wide spectrum of topics, including sensory awareness, environment, communication, motor and social skills, program development, as well as emotional awareness. Participants will also undertake a comprehensive autism competency exam.

IBCCES is also conducting an in-depth review of the new theme park to craft a sensory guide. The guide will feature a review of each attraction at the theme park by examining how a child with sensory processing difficulties may be impacted by each of the five senses. This will then act as a planning tool to make it easier for families to plan activities for their child's unique needs.

Additionally, the Peppa Pig Balloon Ride is to feature wheelchair access, enabling guests in wheelchairs to sit inside baskets - designed to resemble hot air balloons - without having to leave their chair.



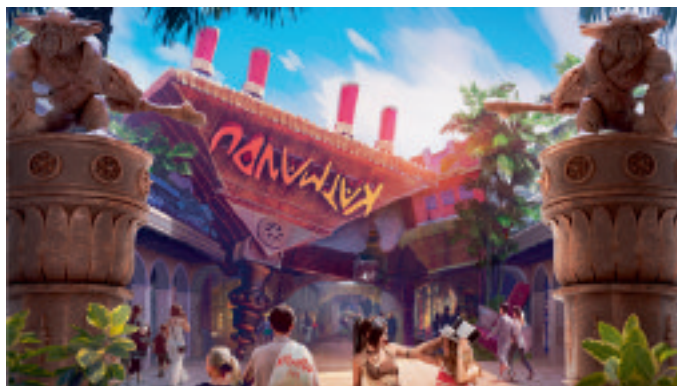
New York-New York adopts Intercard system

The New York-New York Hotel and Casino in Las Vegas, US, has switched to Intercard's cashless technology for its popular Big Apple Coaster and Arcade family attraction.

Jason Mitchell of Intercard North America sales commented on the transition to the Intercard system: "MGM Resorts International, owners of the New York-New York and Excalibur Hotels and Casinos in Las Vegas, wanted a single cloud-based system to run both arcade locations. Their experience using Intercard at Excalibur Las Vegas and other MGM properties provided the proof of concept they needed to make the switch from another vendor's outdated card system."



L-R Intercard installer Johnathan Wilson and Corey Ware, New York-New York manager of recreation services



Meliá and Falcon launch entertainment destination in Caribbean

Meliá Hotels International has teamed up with Falcons Beyond Global to launch a US\$350m theme park destination in Punta Cana, Dominican Republic.

The Katmandu resort, featuring entertainment, dining and retail, is set to open in the Autumn of 2022 and will be rolled out in two phases.

Phase one will bring Katmandu characters and stories to life and will be home to first-of-their-kind rides and attractions, including the first suspended theatre in the world.

Phase two will be focused on premier entertainment, alongside dining and retail. The retail destination will be home to a number of well-known brands.

Cecil Magpuri, CEO of Falcons Beyond Global, commented: "The size and power of the entertainment brands we will be announcing early next year as part of phase two, are truly amazing."

The \$350 investment will include the upgrade of two of Meliá Hotels' Paradisus resorts in the area.

Sesame Street San Diego almost complete



The 17-acre Sesame Street theme park in San Diego, California, is almost complete and set to open this year.

The site will feature rides and attractions based on the much-loved Sesame Street television programme and include attractions such as: Elmo's Rockin' Rockets, which transports children through outer space in Elmo's rocket ships; The Cookie Climb, which covers children in a cloud of smoke made up of cookie crumbs; classic ride, the Sunny Day Carousel for younger children; and family swing ride Abby's Fairy Flight.

As well as this, visitors can climb and crawl on Rosita's Harmony Hills and embark on an adventure aboard Ernie's toy submarine. There will also be a Sesame Street Soar & Spin balloon ride and a family-friendly rollercoaster known as Super Grover's Box Car Derby.

Another key feature of the new theme park is an interactive Sesame Street Neighbourhood, home to the iconic 123 Stoop.

Steve Youngwood, CEO of Sesame Workshop, commented: "We're thrilled with the progress of the much-anticipated Sesame Place San Diego, where families will experience a unique and powerful way to engage with their favourite characters and brand."

The grand opening of the site is set to take place in March 2022.

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V E K O M A

AMERICAS



Legoland and Ferrari unite for world's first 'Build and Ride'

By David Whitworth

Legoland California Resort has united with luxurious sports brand Ferrari to create a world's first interactive attraction.

Named as 'Lego Ferrari Build and Race' and due to open this Spring, this revolutionary motorsport attraction will house a full size scale of the Ferrari F40 model. Visitors will be able to take part in various interactive elements from building and testing to actually racing their own Lego Ferrari brick car. In total, there will be three interactive zones for guests to experience and there will be a chance to have your photo taken next to the Ferrari F40 life-size Lego model. Fun facts and historic information will also be on hand from the Lego Ferrari pit crew.

Guests will then get creative by building their own Lego Ferrari vehicles to test out at the Racing Zone, which offers a choice of three bespoke racetracks with the aim to clock the fastest time. They will be able to scan their vehicles, further customise their cars and create a mini figure racing driver. This all leads up to the possibility to play against other guests on a digitally projected Lego racetrack based on Pista di Fiorano (Fiorano Circuit), the private racetrack owned by Ferrari for development and testing purposes. It is located in Fiorano, near Maranello, in the heart of Ferrari country.

Not only will the attraction cater for adults but the children will also be able to let their imagination run wild too, as Lego Ferrari have created the Duplo build zone to create their very own Ferrari themed exhibit.

The alliance between Lego and Ferrari is an attractive partnership cementing further both worldwide brands. Kurt Stocks, president of Legoland California Resort, commented on the Build and Race attraction: "Ferrari is renowned for manufacturing cars unique in terms of performance, innovation and design, setting the standard for luxury and excellence within the automotive world. We have millions of young guests who can be inspired from this to create their own unique cars in this one-of-a-kind testing and racing facility."

Tom Storer, senior project manager for Merlin Magic Making, is in charge of this project. Speaking exclusively to *InterPark*, he discussed further Build and Ride.

How long has the attraction been in the pipeline?

"The Lego Group and Ferrari have had a long relationship with the creation and release of numerous Lego Ferrari sets over the years. Merlin Entertainments and Legoland California presented the Lego Ferrari Build and Race concept to Ferrari and The Lego Group and it was met with enthusiasm in the Spring of 2020. Lego and Ferrari are two globally recognised brands and after the concept was discussed and met with such excitement, Merlin immediately went into design development to launch the new interactive attraction."

How was it to work with the Ferrari team?

"It has been great working with Ferrari on the new interactive attraction; as we have developed the design and worked with Ferrari, we were privileged to get an inside view into the world's most recognisable luxury sports cars brand. It is exciting to be a part of the first ever Lego Ferrari Build and Race attraction and the Ferrari team has been very supportive."

What challenges did you face?

"The challenges the new attraction has faced are some of the common challenges seen during the pandemic globally, which is the uncertainty of product availability and extremely challenging logistics. The most exciting challenge we have faced was creating an interactive attraction that meets the standards of both The Lego Group and Ferrari's world class standards, and I am confident we have met that challenge head on!"

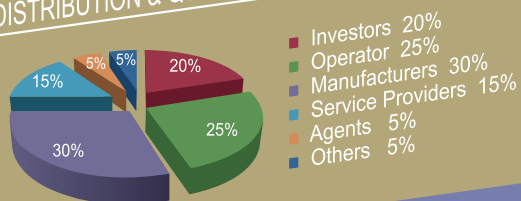
This attraction is the latest addition to Legoland California, which houses over 60 attractions and dates back over 20 years to its opening on 20 March 1999. It was the third theme park opened by The Lego Group and the first in the US. This partnership is further demonstration that Lego remains hugely popular and continues to play a huge role recreational wise in the lives of enthusiasts worldwide.

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MK Themed Attractions increases capacity in Asia

MK Themed Attractions, provider of themed solutions for theme parks and attraction sites, is increasing capacity of production and administrative facilities in the Philippines.

The company recently completed its second factory in the Philippines and is in the final planning phase of building a new warehouse to store finalised statues and products. The warehouse is expected to be complete by the end of 2022.

In a joint statement, CEO of MK Themed Attractions, René Hansen and the CEO of MK Themed Attractions PH, Mathias Fenger, said: "It is a great time for MK Themed Attractions. We are increasing the production facility and capacity in the Philippines as we just finished our new and second factory of 6,000m², which makes it a combined total of more than 15,000m² of factory. The two factories in the Philippines are supporting the demand of MK Themed Attractions' clients all over the world.

"MK Themed Attractions is in a positive up-going spiral and we are receiving new and bigger orders each day. In order to keep up with the demand in the market, we are gladly making the necessary investments, empowering ourselves and our subsidiaries to reach more customers, and meet their ever-increasing demands for seasonal and themed fiberglass and light statues."



Adventure Park Geelong opens with new rides and expansions

Adventure Park Geelong, the family water park in Victoria, Australia, has opened for the summer season with new rides and expansions.

The extended water park boasts two new rides, nine new cabanas, a new tube conveyor for the Tsunami and Tornado water slides, as well as new family changing facilities.

Commenting, Leanne Salmon, managing director at the park, said: "We know how much our guests have wanted a tube conveyor and we're excited to have completed this development in our big water slide precinct that's been in the planning for the past couple of years."

The new rides include classic family Tea Cups, which spin riders round in kaleidoscope tea cups, and a unique Air Balloons ride, which soars riders 18-metres into the air, providing a fantastic view of the water park.

The water park has also expanded its Christmas Festival of Lights with an additional 700,000 lights over an extended lights trail. Also new to the festival is the Lunar Lanterns Exhibit, boasting oriental lanterns, a 20-metre long dragon, and animals from the lunar zodiac.



Nintendo theme park investment

Nintendo is to make a significant investment into establishing new streams of revenue, including pumping money into theme parks.

The announcement came at the same time as the gaming giant's second quarter financial results and corporate management policy briefing, with the firm planning to spend up to US\$2.7bn on Nintendo-themed infrastructure, such as theme parks and new stores.

This is alongside US\$900m of investment on future game development, and US\$450m on non-gaming entertainment such as video content and upcoming films. A Super Mario film starring Chris Pratt and Anya Taylor-Joy is due to be released in December 2022.

In the briefing, the firm said: "We will work to build software assets in fields other than games [and] will also work to develop new video content, following on from the Super Mario movie."

A Donkey Kong-themed attraction is also heading to Super Nintendo World at Universal Studios Japan in 2024 and a Nintendo area is currently in development at Universal Studios Hollywood, USA.

Tokyo DisneySea celebrates 20th anniversary



Tokyo DisneySea, the theme park inspired by tales and legends from the ocean, is celebrating its 20th anniversary with a 'Time to Shine' celebration.

Tokyo DisneySea opened in 2001 and has remained the only Disney theme park to be focused solely on legends and myths from the sea, where visitors are taken on an inspiring and romantic adventure of oceanic discovery.

The 20th 'Time to Shine' anniversary celebration will put on special shows, rides and exclusive food and drinks. Guests will have the chance to explore diverse lands, including a Mediterranean Harbour, Arabian Coast, Mermaid Lagoon, Port Discovery, Lost River Delta, and Mysterious Island.

There will also be the opportunity to go on a journey with Sinbad the Sailor and his tiger companion, Chandu, in a musical show that celebrates an epic and timeless ocean tale.



Genting SkyWorlds to open its doors

By David Whitworth

Genting SkyWorlds in Malaysia is ready to open its doors with a vibrant theme park, with February 1 (at the time of print) targeted to coincide with Chinese New Year celebrations. Covering 26 acres (11 ha) and featuring 26 rides, attractions and an indoor boulevard, the park will house a mixture of roller coasters, drop tower rides, cable cars, water rides and arcades. There will be nine themed lands of Andromeda Base, Central Park, Eagle Mountain, Epic, Ice Age, Liberty Lane, Rio, Robots Rivet Town and Studio Plaza. Each of these lands will utilise original intellectual property (IP) and brands from 20th Century Studios. These immersive experiences are based on various franchises such as Ice Age, Night at the Museum, Alien vs Predator and Titanic.

Resort World Genting's head of theme parks Gregory Pearn spoke about the importance of original IPs from Genting as well as outside sources: "Genting Skyworlds has attractions from 20th Century Studios with IPs in the park such as Rio and Ice Age, which are great IPs. We are complementing these with our own home-grown IPs and in the long-term, the plan is to introduce others to the park."

"Having Genting SkyWorlds as the main core of the product gives us the chance to be even more creative with the concept. This will allow us more freedom with what we want to introduce at a later stage." (*Quotes through Malay Mail*)

The park was rebranded through Genting Malaysia, one of the country's leading property development groups, and is part of a 10-year master plan designed to rejuvenate the infrastructure surrounding Resorts World Genting. The slogan of the park is 'Above the Clouds and Beyond The Imagination,' due to the park being situated on the hill station city of Genting Highlands at 1,800m elevation.

Construction started on Genting SkyWorlds on December 17, 2013, replacing Genting Outdoor theme park at a cost of £593m. Around 1,500 new jobs are expected to be created to oversee operations at SkyWorlds.

RWG's head of business operations and strategy Lee Thiam Kit believes Asia's new park will be a valuable asset to the Malaysian economy and tourism industry:

"Going forward, when we open, there will be many jobs created and the park will add economic activity directly and indirectly as well as give a major boost to tourism in Malaysian and Pahang." (*Quotes through Malay Mail*)

The opening of the park has seen numerous delays due to the pandemic but last November it opened to its employees and a selected number of guests for a sneak preview of SkyWorlds. This was followed by revealing its Skytropolis indoor theme park and Winter Wonderland production, featuring a state-of-the-art LED digital Christmas show projected onto huge screens inside the park.

A colourful and futuristic offering for visitors, Genting SkyWorlds is an impressive addition to the theme park industry.



SimEx-Iwerks and Happy Valley Group sign 4D theatres agreement

SimEx-Iwerks, specialists in developing high-tech entertainment systems and film technology, has signed a strategic cooperation intention agreement with the Happy Valley Group.

Xiaole He, a member of Happy Valley Group Party Committee and deputy general manager of Happy Valley Group, and Yiyun Zhou, chief representative, Greater China at SimEx-Iwerks, both attended an official signing ceremony at the 4th China International Import Expo.

SimEx-Iwerks has over 30 years of experience in attraction design and integration. The company has developed a catalogue of 4D films with some of the world's leading studios and with prestigious intellectual properties.

SimEx-Iwerks has, during this time, also built and operated more than 350 attractions around the world. By doing so, the company has established cooperative relations with more than 50 parks, science and technology venues and cinematic attractions in China.

The agreement will mean that Happy Valley Group can implement the latest 4D cinema technology, as well as other attractions created by SimEx-Iwerks Entertainment.

The 4D theatres are planned to be installed in eight Happy Valley theme parks located in Shenzhen, Beijing, Chengdu, Shanghai, Wuhan, Chongqing, Nanjing, Xi'an and a 4D theatre in Xiangyang Fantasy Valley.



SimEx-Iwerks and Happy Valley Group sign agreement for rollout of 4D theatres

Jinma Digital Cultural Tourism Industrial Park construction commences

The foundation stone has been laid for the construction of the Jinma Digital Cultural Tourism Industrial Park in Gangkou Town, Zhongshan City, China.

The park will feature first-rate facilities, including a 100m R&D building, a 100,000sqm factory, and an immersive virtual product display and experience centre. The site will also serve as a demonstration base for research collaboration between industry and universities, equipped with a research centre featuring cutting-edge technologies.

The park will extend over 4.3 hectares and will be built in two phases. Phase one will focus on the building of the innovative R&D centre, alongside the digital factory and the experience centre for virtual immersive amusement products.

When completed, not only will the facility be the new home to Jinma's headquarters, it will act as an immersive business centre to serve a market that has been witnessing fast growth in recent years.



Walltopia unveils new Adventure Hub at Ocean Flower Island

Walltopia, the Bulgarian climbing wall and active entertainment manufacturer, has released details about Adventure Hub at Ocean Flower Island, located off the north coast of Danzhou, China, which was delayed because of the world health crisis.

Featuring Ocean-themed rope courses, fun walls, an artificial cave, the Rollglider, adventure trail, elevated children's playgrounds and more, Ocean Flower Island was constructed by the Evergrande Group and comprises three independent islets covering a total area of 381 hectares; the project came with an investment of 160bn RMB (approx. US\$24bn).

Walltopia's Adventure Hub boasts a footprint of 2,220sqm and a height of 16-metres. Cveta Mihaylova, of sales and business development at Walltopia China, commented: "Ocean Flower Adventure Hub is an ambitious attraction comprised of interconnected themed facilities. When you enter, the first thing you see are themed sea animal elements, and you find yourself in the low-level kids' area. As you climb higher, you discover more and more activities for different age groups."

"We have a netted playground and kids' ropes course at the children's area consisting of 22 obstacles. A state-of-the-art GRP squid tentacle surrounds it. Right across from the Kids' Rope Course is the "whale" playground with a simultaneous capacity reaching 50 people, where the youngest kids can play in a harness-free, fully protected environment."

MBK Partners buys five maritime theme parks



MBK Partners, a leading private equity company in South Korea, has bought five maritime theme parks in mainland China.

The company has paid US\$1bn for the five theme parks, which it bought off Hong Kong-listed Haichang Ocean Park Holdings, as a means of tapping into China's growth potential in amusement parks.

The theme parks are located in Qingdao, Chengdu, Wuhan and Tianjin. The fifth park is under construction in Zhengzhou.

The sale of the assets to MBK is part of Haichang's disposal programme. The sale will mean Haichang's sole theme park is a maritime park built on the banks of the Dishui Lake close to the Yangshan deep water port in Shanghai. The park is the largest of its kind in mainland China.



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WATER PARKS



ADG works on \$300m resort

Aquatic Development Group is to be involved in the construction of Chickasaw Nation, a water park, retail, dining and hotel resort located on the Oklahoma River to the southeast of Oklahoma City, USA.

The development features a First American's museum and cultural centre, which opened in October 2021, while building of the indoor water park and hotel is to commence in the summer 2022, with an opening date set for 2024.

The indoor water park is being designed by Wisconsin-based ADCI and developed by ADG. It is expected to be a world-class tourism destination, featuring a wave pool, action rivers, multiple pools and slides, which will be surrounded by a five-acre outdoor adventure lagoon.

The resort will also be home to a spa, a golf simulator, a retail centre, a 33,000sqft entertainment centre and a 39,000sqft conference centre with two ballrooms.

As well as designing the indoor water park and outdoor adventure lagoon and activity pools, ADG will be involved in the master planning and design process of the whole resort.

Diggerland USA expands water park

Diggerland USA, the construction themed attraction destination located in New Jersey, USA, is to expand its outdoor water park in time for the 2022 season.

Known as the Water Main, the water park will be developed with a wave pool, crossing activity pool, and other additions.

The wave pool will double the capacity of the water park's existing pool and will create waves in a series of patterns. The extension of the water park will also include the number of poolside cabanas being doubled, and the attraction's F&B offerings also being extended. Ilya Girlya, co-owner and co-president of Diggerland USA, commented on the plans to extend the water park: "The Water Main has been well-received as a family-friendly summer fun attraction. Seeing our guests' reactions, listening to their comments about what they enjoy, and wanting to build even more value into the admission price made The Water Main expansion an easy decision for us."

The Water Main is due to reopen on 21 May 2022. Further expansions are set to take place at the water park for the 2023 season, with the arrival of a 52ft. slide tower with three slides.



Endless Surf powers first surf park in Germany

Development plans have been approved for the first surf park in Germany. Known as Surftown MUC, it will offer visitors the opportunity to experience authentic waves and be located in the immediate vicinity of Munich Airport.

Munich upholds the reputation as being the surf capital of Germany and the world-class pool will be aimed at enhancing the vibrant surf culture in the German city.

Developed by Endless Surf, providers of powerful and customisable surf pool technology for inland surfing, waves will be generated every 10 seconds and reach heights of up to 180-metres.

The German facility will also feature areas for relaxation, including a fitness suite, food and beverage outlets, lounge areas and surf and lifestyle retail.

The site will accommodate all ages and surfing abilities, from professionals to novices.

Baptiste Caulonque, chief commercial officer at Endless Surf, commented: "This project is a showcase for inland surf by bringing a world class wave to an enthusiastic local surf community in a landlocked location. The venue will become a major attraction for Munich, with breaking waves visible as planes land."

The site is expected to be up and running by 2023.



Ka'ana Wave launches stationery wave pool solution



Ka'ana Wave, creators of innovative surf solutions, has announced a series of new wave pool solutions.

Following the successful pilot of a portable wave system, Ka'ana Wave Co. is currently developing a catalogue of dynamic wave shapes. The innovative system is capable of creating any type of wave in a body of water for all types of guests.

The inspiration behind the new surf product was found when the company's CEO Jamie Watson was on holiday in Peru and observing water barrelling on a box drain.

Watson describes how the technology works: "In the space right now, you have lagoon surf pools and stationery wave machines. Everything on the market fits into one category or the other. So where do we fit? We are stationery, but we are also deep water, and in a pool. We're a "Stationery Wave Pool" - a new category. Add to that, we are also bathymetry-agnostic, which is new in the space.

"I [had] this colossal challenge to create a stationary, continuous, bathymetry - agnostic, deep water wave. As I thought more, I could see even greater implications. If I could make surfing accessible to me, I could make surfing accessible to others. I could share the experience of surfing with those who didn't, otherwise, have access."

The technology means that venues such as water parks, resorts, hotels and more, can offer surfing with a stationery wave added to an existing swimming pool.



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WATER PARKS

New South Wales gets government funding for new water parks

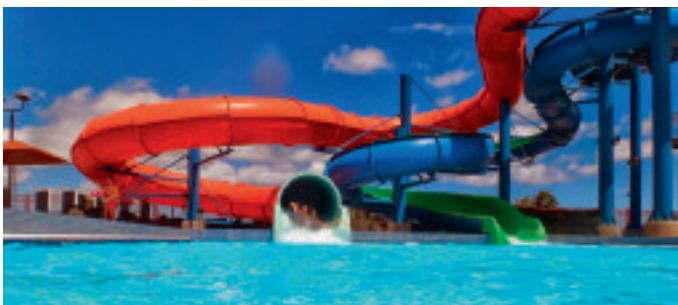
New South Wales (NSW) in south-eastern Australia is set to welcome two new water parks into the region, thanks to government funding.

The facilities will be centred on accessibility and inclusivity. They will be built from natural materials and made so they can be used all-year round. The parks will be free to enter and based on education and interactivity.

Two facilities will be built at Thirlmere and The Oaks. The planned water parks are to receive AU\$840,000 in funding from the NSW government's Resources for Regions program.

The site at The Oaks will be the recipient of AU\$770,000 for its design and construction. The facility in Thirlmere will receive AU\$70,000 for its design and build.

Ben Taylor, Wollondilly Council chief executive, shared thanks to the Department of Regional NSW for the funding: "There has been a lot of community interest in the idea of water play options in the Wollondilly shire, so it is great to be able to move ahead to deliver these facilities," he said. "As well as giving families a way to cool off in the hot summer months, the water play facilities will provide an opportunity for locals to reconnect after the recent COVID-19 lockdown."



Polin announces net-zero plans

Polin Waterparks, a leading manufacturer of water slides and water parks, has set out plans to become net-zero. The amusement park supplier has announced its net-zero strategy is centred on developing sustainable products and services.

The drive is part of Polin's commitment to help decarbonise the attractions industry. In 2019, the company launched a sustainability project known as WISHSF. The initiative, which involved collaboration with the Avatar Investment Group.

Furthering its commitment to reducing the environmental footprint in the attractions industry, Polin has now launched a BRIGHT vision. The project involves engineering solutions for sustainable facilities, consultancy services towards net-zero emissions, green operations, and integrated services for energy and water intelligence.

Polin is also creating key performance indicators to assess the carbon footprint at individual water parks. The evaluation of carbon footprints at attraction sites is designed to help operators identify their emissions and map out more strategised and comprehensive sustainable planning.



In a statement Polin said: "Today, in order to accelerate a global transformation of the amusement industry for a decarbonised future, Polin Waterparks extends an open invitation for collaboration in the amusement industry to counter Scope 3 emissions and implement responsible investment funding."



Disney's Typhoon Lagoon reopens

Following nearly two years of closure, Disney Typhoon Lagoon water park has finally reopened to the public.

The park welcomed guests back on January 2, 2022, for the first time in almost two years, having been closed due to the Covid-19 pandemic.

The reopening of the family water park coincides with the 50th anniversary celebrations of Walt Disney World Resort in Lake Buena Vista, Florida.

On the opening day, guests enjoyed going on the slides, floating down the lazy river and splashing around in the wave pool.

Disney's Typhoon Lagoon first opened on June 1, 1989. It is home to one of the largest outdoor wave pools in the world and the theme of the water park is centred on the story of a Disney legend, involving a typhoon which wreaked havoc on a once tropical paradise.

Therme develops UK wellbeing destination



Therme Group, developers and operators of innovative wellness destinations around the world, has signed a deal with land regeneration developers, Peel L&P, to create a second wellness centre in the UK.

The deal was signed during COP26 and the destination will be built in Glasgow on a waterfront site that extends for 21.5 acres. It will sit opposite the Riverside Museum.

Therme intends to submit a planning application for the Therme Scotland project to Glasgow City Council this year and the destination is expected to cost approximately £100m.

The venue will feature a next-generation indoor water park, extension thermal pools and spa, and a health and wellbeing centre. Plans are also in motion for the site to be home to a vertical farm to create sustainable, locally-grown fresh produce available to purchase by guests.

Therme Group is also considering how it can use heat sources and geothermal energy and water source heat pumps at the Therme Scotland site.

Stelian Iacob, senior vice president of Therme Group and CEO of Therme Group UK, said: "The primary purpose of Therme projects is to benefit the communities they serve. This is achieved both as a direct result of the Therme experience and by acting as a catalyst for wider activities around biodiversity, cultural inclusion, urban greening and more."



In this issue's sector focus *InterPark* expands on our regular water park news section to look at even more projects and products that are making waves in the international water park market.

In project news, New York-based **Aquatic Development Group** (ADG) will see 19 of its wave systems open in 2022. In the US, the city of Cullman, Alabama will benefit from a two-acre water park expansion at Wild Water, including a 22,000sqft wave pool, children's activity area and water slides. As well as this, ADG has been involved in a complete design and build for Wild Rivers, a 20-acre outdoor water park in Irvine, California, which will include raft rides, a tube slide complex, drop slides, body slides and a wave pool. Additional attractions are planned, including a possible three-acre expansion.

Outside of the US, ADG has seen activity in Prariewood, Australia, with the installation of its Breaker Beach water ride – a swim, surf, and boogie-boarding beach pool, providing non-stop surfing action with one-metre-high rolling surf and catch a wave for a unique ride experience. At the same time, ADG is providing wave equipment for a recreational wave pool and a 1,100ft-long Action River feature at Blue Cove in Phan Tiet, Vietnam.

Elsewhere in the US, the Anaconda water slide at Kalahari Resorts Poconos, Pennsylvania, became the first virtual reality water slide in the country during 2021. Debuted at the end of July, the resort teamed up with San Francisco-based **Ballast VR** and implemented its VRSlide technology, which uses a sensor-based waterproof headset that riders put on before they take the plunge on their tubes. Riders can choose one of three adventures: an African safari, an alien encounter in outer space or a castle with fire-breathing dragons.

Over in Brazil, Beach Park water park has unveiled Latin America's first water slide that combines music and visual effects. Specially designed by **Polin Waterparks**, based in Turkey, Tobomusik is considered a moderate level adrenaline slide and sees riders travel a height of 13-metres, with three different routes of approximately 114, 110 and 104-metres in length, which are covered in around 22 seconds, each one of the tubes has a different combination of graphic cut outs, translucent and multi-coloured, providing different visual sensations on each path. The descent takes place on a mat, face down, to ensure more speed and excitement.

**Tobomusik by
Polin Waterparks**



WATER PARK FOCUS



Atlantis - MammothBLAST

The playlist for the ride has been created by Brazilian DJ and music producer Alok. The fun starts in the tower where Alok's playlist complements the light affects.

Murilo Pascoal, CEO of Beach Park commented on the new ride: "Innovation is part of Beach Park DNA. We are always looking for new and different experiences for our visitors. Developing this ride in partnership with one of the greatest musicians in Brazil has been very special for us. Furthermore, being able to count on the support of Polin Waterparks, which managed to get this idea off the ground, has being amazing."

Kubilay Alpdogan, General Manager of Polin Waterparks added: "Integrating technology, gaming and interactivity into water park attractions, creates distinctive water attractions and attracts a wider audience of guests. We always consider the current trends of our industry, fulfil the wishes of our customers and focus on providing unique experiences. That's why we believe Tobomusik will create an experience that fulfils the full range of sensory stimuli for water park guests."

Arihant has joined forces with Future Kid Entertainment & Real Estate Company, one of Kuwait's most successful leisure and entertainment groups to open the largest water park in the country to date. The entertainment conglomerate already owns and operates premium leisure assets including Aqua Park, Dino Adventures, Cartoon Network World, Casper Scare School, and Discovery in Kuwait, along with Happy Land in the Kingdom of Saudi Arabia, which collectively attract over two million visitors annually.

Having first connected with Arihant 12 years ago for an existing water park, the alliance between the two companies has remained strong and this new park is set to be spread across 16 acres, with a capacity of up to 6,000 guests per day.

With careful master planning the attractions have been designed and curated to suit the thrill-palette of all demographics of guests. The park zoning has been organised to keep visitor movement patterns and other guest specific requirements in mind, resulting in a seamless guest

experience and there are multiple 'wow-attractions' in every zone to keep the guests engaged and thrilled.

The park is also set to host the first Blizzard slide in the Middle East - Arihant's star attraction. It involves straight, zero gravity and high G centrifugal turns to give riders a never-experienced-before ride path. The Blizzard, which is patented, has received several awards for being India's first compound motion slide and was recently awarded the CII Award for Design Excellence in the Leisure Product category.

Apart from Blizzard, the park will also host a massive, themed water play structure with eight slides and interactive water features that are designed specifically for children and families. The customised theme developed for the attraction will provide a unique interactive experience for the guests. Other key attractions planned for the park include a thrilling six-lane head-first mat racing Spider Slide for the adventure lovers, four-seater signature thrill rides like the Funnel from a massive six-storeys high, and the country's first Bowl 'n' Bowl raft slide.

For Canadian manufacturer **ProSlide**, 2021 has been a year of incredible accomplishments for its clients, partners and the entire industry and signalled a resurgence of activity in the water park industry after the challenges of COVID-19. Looking to 2022, ProSlide tells *InterPark* it is ready for the market as it rebounds. When asked about ProSlide's focus for this year, Ray Smegal, Chief Commercial Officer, said: "ProSlide is fuelled up and ready to hit the circuit of global water parks. With the strongest team in the history of our company, we're bringing our energy, creativity and water ride technology to every water park that wants to be their best. It's been an absolute thrill to see our clients again, talk about the future and finally connect face-to-face."

Parks around the world saw opportunity in 2021 and worked with ProSlide to develop some spectacular installations. Atlantis' expansion of Aquaventure Dubai saw the debut of the world's first MammothBLAST water coaster along with 17 other ProSlide water rides. In the Caribbean, Baha Bay installed 13 ProSlide water rides and established itself as the



The Anaconda water slide using Ballast VR technology



Rolba works on new AquaX Jump extreme zone at Aquabrava park

region's leading water park. China saw two massive installations: one at the new OCT Playa Maya flagship, OCT Xi'an and another at Evergrande Ocean Flower. And for Europa-Park's Rulantica, an immersive, state-of-the-art custom RideHOUSE — named Svalgurok — was developed in partnership with Show Canada and quickly became one of the most talked-about expansions of 2021.

And for 2022, ProSlide shows no signs of slowing down as the water ride manufacturer is set to open numerous projects around the world including two SeaWorld installations, multiple Great Wolf Lodges and Six Flags parks in the US, in Europe Lalandia Søndervig in Denmark will see new installations, and a new water park in the Middle East will open in Saudi Arabia.

In Spain, **Rolba Loisir** has been working hard on a new 'park within a park' at Aquabrava Park in Roses, Girona.

Since opening in 1987, Aquabrava has continuously looked for new, innovative features to include in its guest offering, with the latest addition AquaX Jump extreme zone. Having officially opened during the summer of 2021, once all rides are completed, the new adrenaline area will allow for the possibility of nine new slides with slopes of approximately 130% on the fastest of the slides.

With visitor safety at the forefront of this project, it has been a work in progress with the owner of Aquabrava Park, Eric Bos, for some time. Designed to fit in an area of just 2,000m² and controlled using an automatic system, lots of security features and testing was required before the area could open and Rolba worked on almost 30 versions of AquaX Jump, before arriving at the final design.

Guests to the park access the departure area for all the slides via a dramatic 30-metre suspension bridge that hangs above the reception pool. Rolba has also incorporated an Aquawhizz slide, over 130-metres in length, that features a transparent acrylic tube, meaning on-lookers are able to see park guests sliding past; there's also a Wall of Jumps, featuring three balconies for guests to jump off, all at varying heights. The pool depth here was a particular consideration, ensuring it meets European standards and ensures the safety of even the most extreme adrenaline-

seeking guests, and for the liveliest slides, a hovering flight of 13-metres in length and four-metres in height over the pool has also been achieved.

Thanks to these recent efforts to bring new developments to the park, Aquabrava was recently awarded the PAC Award for 'most outstanding park of the summer and of the year, in Spain' — recognising the team's efforts to bring something new to the park in face of the Covid-19 pandemic. The incorporation of technology in the Extreme Zone, which includes facial recognition along with care of the vegetation and surroundings has also been described as a benchmark for the industry.

And then finally, over to Australia where **WhiteWater's** Water Ride division has recently shipped 14 Super Flume vehicles to Warner Bros. Movie World in Queensland to upgrade the much-loved fleet of one of the park's most popular rides, the Wild West Falls Adventure Ride. While the boats look similar to the old ones, they have new innovative features, such as individual hydraulic lap bars to improve guest comfort and removable floorboards to make maintenance easier.

WhiteWater has continued to build its brand's portfolio over the last 12 months and has also developed three exciting new models of its stationary surf simulator FlowRider: FlowRider Edge, which enables a fun wipeout off the back, into the pool and uses the same filtration system for additional savings; FlowCurl — this combines the classic FlowRider double with a curved barrel section for more expert tricks; and lastly FlowSurf — a river surfing experience on full-sized surf boards instead of flow boards. The smooth, glassy, deeper-water continuous wave expands FlowRider's offering into surf, giving venues broader board sport experiences and appeal.

According to the manufacturer, the demand for inland surf is reflected in the number of surf park destinations currently in development across the globe — over 100 in various forms, such as public, private, resort, and standalone. WhiteWater's surf pool division, Endless Surf, is working on a significant number of opportunities, bringing the company into the world of sports. New projects announced in the past year include Gold Coast and Port Douglas in Australia and Surftown in Munich, Germany. Endless Surf utilises advanced pneumatic wave technology and includes Surf Concierge, a booking engine that provides session management and waves tailored to the guests' skill levels.

Warner Bros Movie Land Super Flume boat at IAAPA 2021





IAAPA EXPO



IAAPA Orlando is Back!

After a time of incredible challenge and incredible resilience, the global attractions industry reconvened for IAAPA Expo in the USA for the first time since 2019. Attendees cheered as the Expo welcomed thousands of industry leaders, decision makers, and visionaries to the Orange County Convention Center in Orlando, Florida for the opportunity to network, learn and buy.

"The successful turnout for IAAPA Expo 2021 is a testament to the resilience and continued growth and strength of the global attractions industry," said Hal McEvoy, President and CEO, IAAPA. "It's been a phenomenal week, bringing together the innovators who are moving our industry forward and building the future of attractions."

Over the course of five days from 15 – 19 November, more than 870 exhibiting companies from a variety of industry sectors displayed their latest products, services, and experiences on the trade show floor, which spanned over 375,000sqft of indoor and outdoor exhibit space.

From advanced ride engineering and virtual reality experiences, to ticketing and security, the show was filled with new products and technologies that represented 25 product categories. Throughout the week, more than 20 companies made announcements directly from the press conference booth on the show floor, including Merlin Entertainments' news of the first Peppa Pig theme park to be designed with all children in mind and as a Certified Autism Centre and Fun Spot America's largest investment in any ride or attraction ever at its Atlanta Georgia location, with the addition of Arie Force One.

There was also a 'hair-raising' moment when President of Ripley's Believe It or Not! shaved his 'pandemic beard' and added it to the Guinness World Records contender for Largest Ball of Human Hair, all while raising more than \$34,000 for Give Kids The World Village.

Attendees were also able to learn from industry experts at the "Lunch and Learn"; with more than 90 educational experiences, attendees participated in classroom sessions and behind-the-scenes tours events at local Orlando attractions.

Alongside the trade show, IAAPA also announced the 2021 Brass Ring Award Winners – the most prestigious professional honours awarded, marking achievements of excellence throughout the global attractions industry and inducted two global attractions industry legends into the IAAPA Hall of Fame – Marcelo Gutglas of Playcenter Group, Sao Paulo, Brazil and Marie Tussaud, Madame Tussauds, London, UK.

In 2022, IAAPA Expo will return to the Orange County Convention Center from 14 – 18 November.

For more information visit: www.iaapa.org



Exhibitor News

Brogent showcased its new compact panoramic flying experience at this year's IAAPA - the Rise Up VR airship. Using the latest head-mounted display technology, the ride provides the most immersive experience ever developed by Brogent. High-end real-time graphics are delivered through state-of-the-art VR goggles allowing riders to enjoy stunning views of the world's most famous landmarks, with wind, sound and light making the virtual airship ride as realistic as possible. The show control system allows switching ride films in an instant, while customisable theming and staging that matches the film content adds to the experience.

Up to four riders can fly in one of four baskets, bringing maximum capacity to 16 riders. The structure in classic steampunk look also draws the attention in any indoor facility, such as a shopping centre, museum or mixed-use complex.



DOF Robotics has collaborated with FELD entertainment company to produce the Monster Jam Grave Digger simulator. Monster Jam is famous for its monster truck events, with fans queuing for hours to see their favourite gigantic trucks perform their acrobatic moves in a unique show. On show at IAAPA, this simulator looks exactly like Grave Digger from Monster Trucks and allows people to experience the feeling of being the driver. The dynamic simulator, with six independent axes, offers a wide variety of motions including Pitch, Roll and Yaw to provide realistic driving. Equipped with high-quality VR headsets and strong wind effects, the driving simulator allows guests to experience life-like driving of the legendary Grave Digger.

Ride Entertainment introduced Palindrome, a one-of-a-kind Gerstlauer Infinity roller coaster for Cotaland in Austin, Texas. The first Infinity shuttle roller coaster built by Gerstlauer in the USA, the ride is expected to debut towards the end of this year and is named after a word, phrase or sequence that reads the same backwards as forward. Palindrome features a 95ft vertical lift hill, a top speed of 51mph, two inversions and a vertical 'hop-stall' before riders experience the ride again, only backwards.

"Working with a new facility like Cotaland has been an absolute pleasure," said Ed Hiller, CEO and Founder of Ride Entertainment. "Both Gerstlauer and our own Installations team look forward to seeing those first riders take their inaugural runs on this incredibly unique roller coaster."

"We are thrilled to be able to bring the first Infinity shuttle coaster to the United States," added Siegfried Gerstlauer, Managing Director of Gerstlauer Rides. "Guests riding Palindrome are in for a truly special experience aboard the newest icon of Cotaland."

**Ride
Entertainment
Palindrome**



IAAPA Expo Report



Holovis had two accolades to be proud of at this year's IAAPA. Firstly, together with Legoland New York, it won a second place Brass Ring Award for Lego Factory Adventure Ride. The new attraction opened at the resort, summer 2021 and was awarded in the 'Major Ride / Attraction Product cost of more than US\$5m' category. At the start of the experience guests are greeted by the eccentric Professor Brick, who guides them on a first-of-its-kind adventure into the Lego Factory. Here, guests discover how the famous bricks are made before being transformed into their very own Lego Minifigure. The guests are then packaged up and transported to one lucky child's bedroom, where the greatest adventure of all begins – play! To create this unique attraction Merlin Magic Making worked with Holovis to provide turnkey scenic, technical and media content solutions, while ETF Ride Systems created the trackless ride system. The attraction is powered by Holovis' HoloTrac technology.

As well as this, Holovis has introduced 360Golf – the next generation of family gaming and mini golf. 360Golf is an immersive mini golf experience with automated scoring and fully customisable themed courses. The attraction uses specialised golf balls full of exclusive technology, which allows each golf ball to be assigned to each player and allows it to automatically track the number of strokes, while a digital scoreboard shows all the players' progress throughout the game. Having teamed up with Adventure Golf & Sports as the North American distribution partner for 360Golf, Scott Lundmark, President of AGS, said: "We are truly excited about our partnership with Holovis to leverage their high-tech capabilities and combine them with our mini golf design experience to create a fun, new product for many venues."

Hunderfossen Eventyrpark, along with project partners Simworx, Qvisten Animation and Farmer Attractions, announced its latest attraction Reodor Felgen's Hyperakselerator has been awarded the prestigious *Thea Award for Outstanding Achievement – Attraction with a Limited Budget*.

Hunderfossen Eventyrpark, founded back in 1984, is located in Lillehammer, Norway, inspired by fairy tales and trolls it's also home to the world's most famous and photographed giant Troll. The massive tourist attraction for Norway, promotes the country's history, fables and culture throughout its rides. With a yearly attendance of 250-300,000 guests, this is among the top three investments in the park's history.

Reodor Felgen's Hyperakselerator, the park's latest attraction, was delivered despite pandemic circumstances in time for the 2021 season and promotes the message of major climate challenges related to sustainability in the automotive and transportation industry.



Stuart Hetherington (Left) and Peter Cliff

The ride is based around the characters from the famous Norwegian author and illustrator, Kjell Aukrust's Flåklypa Universe, and features characters Solan and Ludvig, as they test out, Reodor, the crazy Norwegian inventor's solution – a totally green hydrogen fuel made by harvesting the gas from Norwegian farm animals and converting it to hydrogen to power the Hyperakselerator.

The attraction consists of four of Simworx's, eight-seater, Stargazers that utilise 6DOF motion simulators, which allow for a wide variety of movements – making the ride both smooth and adrenaline-inducing. Producing the media content for the project was Norwegian studio Qvisten Animation. Creating the content from scratch, the team came up with the initial idea for the Hyperakselerator vehicle which was then translated into the real-life versions for guests to climb aboard. The film begins at Felgen's workshop, entertained by Solan and Ludvig's witty commentary, before setting off on a crazy and unpredictable dash down the mountainside.

Theming for the attraction was designed and constructed by Farmer Attraction Development. Arriving at the attraction, guests enter a beautifully themed hut, which looks like Reodor's workshop, full of all sorts of knick-knacks and inventions. Illustrations by Kjell Aukrust cover

the walls and pre-show media sets the scene for the adventure.

Since opening, the ride has attracted over 150,000 visitors and has been a tremendous success for the park. An encouraging result, as the world bounces back from the global pandemic's closures of 2020.

Katapult and Simworx have created a unique Ferrari media-based midway attraction concept. Launched at IAAPA, it features immersive simulator rides, an esports adrenalin hub and exclusive themed dining experiences.

Speaking at the launch, Ferrari's Annabel Rochfort, Director of Location Based Entertainment & Esports said: "The Ferrari Experience concept will allow us to connect with our global fans like never before. We know consumer demand for a Ferrari midsize concept is high, and we are delighted to bring this exciting opportunity to the market to provide guests with the true Ferrari experience."

Phil Higgins, Co-Founder and Chief Creative Officer at Katapult added: "We are excited to partner with Ferrari to develop a truly unique midway attraction concept. We have worked extensively to distill the brand's tradition, innovation, passion and luxury, to create an authentic and scalable experience for Ferrari fans around the world to enjoy."



IAAPA Expo Report



Sally Dark Rides made two big announcements at this year's IAAPA in that it is creating two incredibly unique dark ride attractions both with original storylines, set to open this year.

Volkanu – Quest for the Golden Idol will be one of the first major attractions to debut at the new Lost Island Theme Park, currently under construction in Iowa, USA. Housed inside the park's large, iconic volcano structure, Volkanu is the park's anchor attraction and features state-of-the-art, multi-level gameplay technology that has something for everyone.

Designed to create a seamless experience with the park's mythical island theme, the ride is inspired by the great god of fire Volkanu – a legendary bestial being of molten rock living deep inside Lost Island.

The experience will take riders on a thrill-packed adventure to locate the sacred Ora-Tika statue, responsible for keeping Volkanu dormant, and return it to the altar to restore peace to the island. Guests will be equipped with a powerful Thermal Blaster as they battle with the minions of Volkanu and head to the Temple of Fire to return the statue to its altar.

Over in Monterey Bay, California, Treasure Hunt: The Ride, is the result of a partnership with Daniels Wood Land. A pirate-themed dark ride taking adventurous storytelling to a new level, it features handcrafted set pieces, animatronics and special effects blended seamlessly with interactive media.

Visitors of Monterey Bay are invited to explore a newly discovered system of caverns located beneath Cannery Row. Legend has it, these caverns were once a hideout, where famous Pirate Captain Hippolyte Bouchard and his crew hid their treasure.

During the exploration, riders will be provided Cavern Car vehicles and Treasure Collector interactive devices that will help them traverse the terrain down in the subterranean tunnels. While riders keep their eyes peeled for treasure, they must also defend themselves against danger.

This is the first time Sally Dark Rides and Daniels Wood Land have partnered on both ownership and production of an attraction. "We have always been impressed with the scenic style and capabilities of the incredible artists and craftsmen from Daniels Wood Land," said John Wood CEO, Sally Dark Rides. "To work with them to create a one-of-a-kind pirate adventure in Monterey is something we were excited about from the moment we heard about the opportunity."



WhiteWater had plenty to update everyone with at the IAAPA Expo. The world has not stood still during the last 20 months, and the manufacturer outlined developments it has been making to its business, team, and products during that time. Projects have continued, and some notable openings this year and next were highlighted.

The WhiteWater booth featured the 'Magic' campaign to bring its 40th anniversary celebrations to a close, as the company was unable to kick off the festivities last year due to the cancellation of the trade show. Since

IAAPA last congregated in 2019, WhiteWater has accelerated investments in its regional offices — Shanghai for Asia, Munich for Europe, Russia, and Africa, and Dubai for Middle East and India, increasingly moving engineers, project managers, after sales, and marketing to these locations. This strategy, together with regional manufacturing, has made WhiteWater more responsive to clients in every region, complemented by a keen understanding of cultural and commercial norms in different languages.

The company also used its anniversary to make important commitments, announcing a corporate-wide initiative called, "Sustainability Scorecard," with clear direction and measures, including ambitious goals to halve its waste by 2030 and becoming net-zero by 2040. The effort looks at the issue holistically and encompasses helping suppliers and clients achieve their environmental goals.

WhiteWater was also pleased to receive a Brass Ring Award for its new competition water slide, Parallel Pursuit, in the category of *Best New Product—Water Park Ride/Attraction*. This recognition adds to the *Leading Edge Award* that the product received this year from the World Waterpark Association. Parallel Pursuit offers a true side-by-side racing experience through low separating walls that allow rivals to see and hear each other, on straightaways and turns and in open and in enclosed sections, through speeds of up to 19 mph/32kph.



Triotech released its new interactive media-based dark ride Hyper Ride at IAAPA Expo 2021. Hyper Ride is a first-of-its-kind media-based attraction that delivers a dynamic, action-packed experience in a small footprint. Hyper Ride also features a library of interactive content. These benefits make the attraction accessible to local amusement parks, FECs, shopping malls, and other locations that usually cannot afford the large dark ride attractions found in major destination theme parks.

Featuring a world's first in motion technology, Hyper Ride was recognised by IAAPA receiving the Brass Ring Award for *Best New Product in the Rides & Attractions* category. With Hyper Ride, Triotech is committing to the same content strategy that has been so successful with its theatre products. The company is developing titles that will constitute a full library of content for operators of the Hyper Ride.

Triotech also announced that this new attraction will be installed at Clifton Hill in Niagara Falls, ON, Canada. Located just steps from majestic Niagara Falls, Clifton Hill is the centre of the Entertainment District in this world-famous destination. Carnival Chaos Hyper Ride will feature seven fully interactive scenes, five carts, as well as programmable digital theming inside the attraction, which will occupy approximately 6,000sqft; the building exterior will be fully themed. Finally, Triotech also won a Brass Ring Award (2nd place) for *Best Exhibit at the IAAPA EXPO 2021*.



IAAPA Expo Report

Severn Lamb told *InterPark* it was delighted to be exhibiting once again at the IAAPA Expo in Orlando. “What a delight it was to be back among fellow colleagues and clients both old and new. The show was a great success and given the circumstances, attendance was beyond our expectations. We are looking forward to the year ahead and progressing discussions started on the show floor. The Americas have always been a strong region for Severn Lamb products as seen with the interest drawn at this most recent exhibition. This interest is only set to increase with a large US commission due for completion in late 2022, we can’t wait to share the project with our clientele as it progresses!”

Severn Lamb also revealed its latest commission for two new battery

electric, Ultralight Rail trains at Southend Pier in the UK. With the first carriage leaving its facility just as the IAAPA Expo was kicking off, this project is near to Severn Lamb’s heart, having originally commissioned the piers previous trains back in 1986. The two current diesel trains have stood the test of time over the past 33 years and when the time arose for these trains to be phased out of service, Severn Lamb helped the Pier tackle its goal of going carbon neutral, as well as bringing the trains into the 21st century.

These compact trains are jammed full of the latest technology features and benefits, sharing little resemblance to the trains of old, besides their theming which is an homage to the pier’s original green and cream trains.



Isla Mágica Spain

A Visitor's View

Images and Text By David Whitworth

Deep in Southern Spain lies a theme park that matches the idyllic charm of the city where it lies. The city of Sevilla is a historic tourist destination, authentic in its beauty. And roller coaster enthusiasts will find authenticity in its very own dream factory of Isla Mágica.

Having opened on 28 June, 1997, on the site used by the European Exposition World's Fair held in 1992, Isla Mágica rejuvenated the northern district of Sevilla. Since then, the amusement park has gone from strength to strength, gradually adding to its portfolio of rides, shows and attractions. It is 36 hectares in size and attracts around 800,000 guests annually. In terms of catchment area, the park is especially attractive to visitors from the region of Andalusia and nearby Portugal, located a two and a half hour drive from Seville.

Isla Mágica has a 16th century Spanish colonial theme – divided into six themed zones located within a huge lake; El Dorado, 'The Golden One', Puerto de Indias 'India's Port', Puerta de América, 'America's Port', Amazonia, 'Amazon Zone', Guarida de los Piratas, 'The Pirate's Lair' and Fuente de la Juventud, 'The Youthful Fountain'. This previous zone is located on a small central island connected by bridges, hence its name of Isla Mágica or 'The Magic Island'.

The park has a lot of natural beauty and greenery and includes a variety of rides dotted around, which are nicely spaced out and can be accessed at a walkable leisure. Its target market caters mostly for the younger generation and families.

However, there are some high energy adrenaline filled rides for the coaster enthusiast; Principally El Jaguar 'The Jaguar'. The Jaguar is Isla Mágica's flagship attraction. Built by Vekoma in 1997 to coincide with the parks' opening, it is the first inverted roller coaster in Spain. This includes five inversions in total that include two heart line rolls, two in-line twists and one Immelmann. The ride's first lift hill gives a great vantage point of the city before you descend from a height of 32-metres. The Jaguar darts around the 765-metres track at a furious pace reaching a maximum speed of 53mph and finishes with a final helix. Its yellow track with red carriages stand out and add an appropriate Spanish flavour to the ride. For all its thrills and spills, it is certainly the most popular roller coaster in the park.





Other attractions include El Desafío 'The Challenge', a freefall attraction standing at 68-metres high. It was built by Maurer and the tower has various ride settings that change every hour. This includes enjoying a sedate panoramic view of Seville to a doble yoyo 'a double yoyo', shooting riders up and down its tower for doubly good measure. The attraction is draped with an Arabic themed station minaret.

Dimensión 4 is a four dimension purpose built cinema, screening various children's and specially themed films depending on the season.

Anaconda is a traditional log flume ride built by Mack Rides. It is one of seven aquatic attractions due to the warm climate in Sevilla. The ride travels at a leisurely pace as it snakes around its track with three drops of eight-metres, nine-metres and 15-metres.

Iguazú is a fun splash ride themed around the Amazon Jungle. Built by Intamin, the ride packs a punch with its main drop hitting 15-metres. It flies down the lagoon at more than 35mph. Passers-by can watch the ride fall to its main drop but be prepared to get soaking wet, such is the intense amount of water that rushes from the carriages' final drop.

Rápidos del Orinoco 'The Orinoco Rapids', also built by Intamin, is a fast paced River Rapid ride that's track spans 500-metres. It makes its way through the park's Golden zone for a scenic ride.

Los Bucaneros 'The Buccaneers', is a fun boat ride where guests can shoot jets of water at various targets such as barrels and bulls eye's. You can also drench other people riding the attraction and there is a viewing area where guests can soak the riders actually on the boats.

La Travesía 'The Voyage', is a sedate boat journey that transports guests around the park's lake for a complete view of Isla Mágica.

The park also produces fantastic live shows such as a wonderful owl exhibition. Last season, Isla Mágica debuted an original flamenco show called Mestizaje 'Blend of Cultures', with the traditional dance ritual playing a very important role in this city. There is also a really entertaining pirate show called El Motín 'The Riot', complete with full-scale pirate ship and impressive choreography.

A highly recommendable and entertaining performance is the final show of the night before the park closes at El Anfiteatro del Lago 'The Lake Amphitheatre'. Isla Mágica utilises perfectly its picturesque surroundings of its vast lake and roller coaster backdrops to produce a family fun show called Frenético 'Frenetic'. This incorporates singers,





dancers, jet boat riders and even an entertainer on an illuminous water jetpack who sears in and out of the lake to great night-time effects. A brilliant fireworks display rounds off the night's events as the park's daily activities draw to a close.

Isla Mágica comes into its own for its Halloween spectaculars with specially themed Halloween shows and the fun filled dances wowing guests. This is an especially busy time for the park as Spain celebrates its All Saints national holiday on 1 November.

The park has a number of restaurants, which offer a mixture of culinary delights. There are also various play areas as well as an arcade games room as Isla Mágica looks after its younger guests.

On July 10, 2014, Isla Mágica opened its own water park called Agua Mágica 'The Magic Water'. Its investment was €6.5m with the aim of providing guests with a refreshing aquatic experience as the searing heat of Seville's summer temperatures makes the city one of the hottest places in Europe. The water park, which opens between July and September, has a variety of slides and activities. Agua Mágica spans a total of 215,000sqft and even has its own beachside resort complete with artificial sand and a swimming pool, which includes a timed wave attraction.

Visitors to Isla Mágica include Rafael Córdoba, who commented: "Despite the fact it's not a big park, Isla Mágica recreates a truly magical (as its name states) environment that makes you feel you've travelled back in time. It's clear they're focussed on making the park attractive to children and the whole family. That's why rides may not be the most exciting, except the Jaguar. It makes you feel like you're flying and it's really spectacular."





Marco Antonio Larriba had a season membership pass and has fond memories of his park experience: "I always have fun at Isla Mágica. It transports you to the age of the discovery of America. Once you enter the park you are almost in another world. The park transmits this so well that you feel you have stepped foot into that age of time and can imagine how the culture was first-hand.

"I love El Corral de las Comedias 'The Comedy Corral show', especially as it depicts the Spanish Golden Age but I love all the comedy the park does. The actors are all great performers. My favourite ride is Iguazú for its great waterfall-like drop. The park is a mixture of fun, culture and a fascinating learning experience."

Teresa González Gimán also grew up with Isla Mágica. She said of the park: "I've been visiting since I was a child. It's the most famous theme park in Andalusia and a very well-known theme park in Spain. Its theme about pirates on an island is very appealing. Everyone I know that has visited loves it. It's also very popular with tourists from all around the world.

"My favourite ride is El Desafío for the adrenaline thrill you get. I also like the carousel called El Vuelo del Halcón 'Halcon's Flight', which gives you the feeling you can fly.

"What Isla Mágica means to me is its many attractions that I love. I would also highlight the great job the actors (the pirates) do in the closing performances. It's spectacular how they manage to produce the show on the water."

Manuela Correa worked for seven years in guest relations at Isla Mágica and commented: "From my experience it is a very pleasant park for all ages of visitors. There are areas for the children and areas for adults who have that inner child spirit. The beautiful weather that we have here makes your stay even more enjoyable. It has a mixture of leisure, attractions and nice walks, making for a complete park."

2022 represents a landmark year for the park as Isla Mágica will celebrate its 25th anniversary. And it continues to live up to its billing of 'Diversión sin límites' (Fun without limits), as Isla Mágica takes you on a truly magical adventure.



Monster - Gröna Lund, Sweden

By David Whitworth

A new wild ride awaits thrill seekers at Gröna Lund in Stockholm, Sweden as Monster is let loose on the public.

The attraction is a steel inverted roller coaster, which gave passengers its first ride on 2 June 2020. The development of Monster stretches back to February 2017, with construction starting in earnest on November 18, 2018. Built by Bolliger & Mabillard, the final track was completed on February 9, 2021.

"We are very proud to be able to give Gröna Lund's visitors a roller coaster that is without exaggeration one of the best in the world," said Johan Tidstrand and Mattias Banker, owners of Gröna Lund amusement park and home to 31 attractions in all.

The new roller coaster is Gröna Lund's largest investment with an outlay of €45m. The magnitude of the construction is made even more apparent due to the fact that the park redesigned a third of its area to house its brand new 'Monster'.

The backstory of the ride heralds from an abandoned metro station, which is home to a terrifying creature. Such is so, construction was stopped by the workers through fear of this unknown entity. Therefore, the unfinished subterranean station remained derelict until it became unearthed by the park and officially opened. Every great attraction needs great storytelling and Monster ticks the boxes here.

In keeping with the mystique of Monster, its passengers must first go underground to access the ride. Once on board, passengers are arranged four to a car along a single row. In total, there are 28 riders per train with

two trains in operation using seven cars. Once in flight, the steel inverted coaster reaches a maximum height of 34-metres. The length of Monster spans 700-metres and reaches speeds of up to 55.9mph (90km/h). As the park points out, "Do you dare to join a monster-like ride?"

Attention to detail is always important and this roller coaster is no different. Its track is painted black with its beams in grey – fittingly menacing for Monster. The cars are also painted mainly black with white seats. The side of the cars have orange features – as if the monster is keeping its beady eye on you.

Once riders emerge from the tunnel from the bowls of the station, the first lift hill greets them with a magnificent view of the Stockholm skyline and Gröna Lund itself. You are almost tricked into thinking you are going to go straight into the Swedish waters as the ride plunges at a rate of 90km/h. But thankfully, Monster is not so monstrous.

The ride then goes into a glorious mix of immersions and inversions, three to be precise. It includes a corkscrew, a camelback, a junior immelman and two zero-g rolls with a top g-force of 4.5. Monster twists and turns at a fast pace – weaving in and out of its own track to great effect. These near miss elements over buildings, pathways and its own tentacle-filled structure gives park guests a thrilling ride – all in the space of a 70 second burst of adrenaline.

Sweden's oldest amusement park, dating back to 1833, attracted over 1.6 million visitors in the pre-pandemic 2019. Fast forward to now and Gröna Lund has given life to a wonderful new steel coaster.

Images courtesy
Fredrik Söder

Project profile

Peter Osbeck, Senior Ride Manager at Gröna Lund and Parks and Resorts Scandinavia, spoke with *InterPark* about Gröna Lund's seventh roller coaster attraction, Monster.

InterPark: Why was Monster introduced to the park?

Peter Osbeck: "Johan Tidstrand, the majority owner (of Parks and Resorts Scandinavia), wanted to have a B&M coaster and build it at Gröna Lund. There was a lot of planning taken into this coaster and we leaned on a lot of expertise and knowledge from experts in the theme park industry to undertake and create it. Monster is a project 13 years in the making to when we first discussed the idea back in early 2008."

IP: What challenges did the project face?

PO: "There were many obstacles to overcome. As I say, we have the best location in the world but the most problematic. In the beginning the idea was to have Monster travel above where there is a parking lot and to build it there as soon as we had the building permits. But we soon realised that it was going to be very difficult and time consuming with so many rules to conform to and legislation to obtain. Also, because the ride is so big and wide with four people in a row, this was also an issue to address. Plus we could not have all these columns coming down in the park because then no guests could walk around there. So I said that we need to erect a big central column in a certain place, which would take away between five to six normal columns. In the end, we managed to erect a further three columns after discussions with my architects and reduced the amount of columns from what could have been 20 columns so it worked out very well. We also built a concrete bridge where we have seven columns landing on a heavy duty bridge which is taking up all those forces.

Another challenge was the creation of the ride entrance. We worked out that to save space the only way to commence the ride would be to put the station underground so we did."

IP: Talk us through that process of the underground station and its complexities.



The beer garden before the coaster was erected. You can see the columns built in advance



PO: "It had been a challenge as we are only about 40-metres from the Baltic Sea so there were many subterranean complexities to deal with. We started the process during the winter of 2018 with pile driving steel plaques to add solidity to the area. That August we closed a lot of the park as we started to take down some buildings to make way for the coaster – some 13,000sqm so a lot of Gröna Lund. We had very good companies doing the excavation work and blasting the rock. Several of them we have worked with before so we knew how capable they are. That makes a huge difference when you have a tight time schedule.

"The amount of water coming in from the sea was one of the worries but we were lucky that it was not that much. We managed to create a hole eight-metres deep before we could build up again. With the test drilling and pile driving, there was a lot of mud before we hit the rock, which was problematic because it was really wet mud. It was also very difficult to transport. The process of blasting the rock and taking away all the material took about 3,500 trucks to get everything out because you need to use normal trucks since the park is in the heart of the city."



IP: What is Monster's main highlight?

PO: "I would say it is an extremely compact coaster and it is about where it is located. It is very narrow. You will pass things, coasters and buildings constantly during the ride and you probably won't know where you are when you come into the station. It is cool to see the ride come up from the underground and then at the end disappearing into the ground."

"Our artist Nick Farmer did a tremendous job with the theming, changing materials and how to modify things. He was a very important person in this project. Overall, Gröna Lund has a fantastic view over Stockholm so when you go up the lift hill you will look over the city in a fantastic way before you plunge down into all the elements."

Monster packs a punch and its design through such a tightly squeezed space of land is a feat of engineering. Thanks to Monster, Gröna Lund has its own jolly black giant.



IP: What attractions / facilities were removed to accommodate Monster?

PO: "We moved various items such as the bumper cars, the beer garden and restaurant building dating back to the 1930s. Other buildings were removed such as the locker room for staff. Also, we reinforced the electric fence in the park and we built two new high voltage transformers underground for the city and for ourselves."

IP: Why was Bolliger and Mabillard chosen as the ride manufacturer?

PO: "It was a dream for our owners to have them on-board with us and we are delighted with the finished product. We have had many coaster enthusiasts visiting us saying this is really fantastic due to the fact the ride is very close to everything. The manufacturers' experience was invaluable. We worked very well together planning and solving problems such as shaving off three buildings before doing the test run. But the process makes the coaster so special and exciting. It was manufactured in Munich and 11 trucks and a German team came to deliver the parts and erect the structure in the park. Everything fits like a glove."



One of the big columns with Peter Osbeck, Peter Andersson and Nils Nilsson. Together we have more than 100 years of experience

Keith James



Keith James, President, JRA

For 50 years, JRA Owner/CEO Keith James has been leaving his mark on some of the biggest theme parks in the world, including Kings Island, Universal Studios Florida, Legoland and Ferrari World Abu Dhabi. His travels have taken him tens of millions of miles, and his passport reveals a colourful mosaic of stamps. Here, *InterPark* Editor Beth Whitaker, sits down with him to look back on his career to date and what the future holds for JRA.

Beth Whitaker: When did you first start working in the parks and attractions industry?

Keith James: My mother worked for Jack Rouse, the founder of University of Cincinnati's College Conservatory of Music (CCM) Musical Theatre Department, where I was a student. Jack and a gentleman named Carmon DeLeone had been hired to produce all the shows at a new park called Kings Island, and they hired me to be the stage manager for the theatre. I received my

offer letter in November of 1971 and reported to work immediately. I needed money for university tuition, and it seemed to me to be a great summer job. It just so happened that the week the park opened, Carmon left Kings Island because he wanted to stay in classical music. That same week, Jack was headed out on vacation, so within the first few days of the park opening, I became the Assistant Director of the Entertainment Department. I remain close friends with Jack to this day, and I still see Carmon because my

wife and I attend the Cincinnati Ballet, where he is the Music Director. My summer job has turned into a 50-year career, and I've loved every minute of it.

BW: Can you provide an overview of JRA's history and its activities within the industry?

KJ: JRA was founded by Jack Rouse and his long-time friend and colleague Amy Merrell in 1987. In the beginning, JRA mostly focused on trade show production, producing events for clients like Dell and Chevron, but within a few years our markets expanded to theme parks and museums. Today, we provide planning, design, and project management for theme parks, attractions, museums, science centres, children's experiences, brand destinations, theatre venues, cruise ships and resorts around the world. In our 35-year history, we've created over 100 experiences on six of the world's seven continents. For my part, I joined the company in 1992 and was the sole owner and CEO from 2008 until recently, when JRA was acquired by RWS Entertainment Group.

BW: What does the acquisition mean for JRA moving forward?

KJ: Ryan Stana, the CEO of RWS Entertainment Group and JRA, was a student of my wife Patti at University of Cincinnati's College Conservatory of Music so it's been a pleasure watching him build up his company since he founded it in his New York City apartment in 2003. RWS does a great job of producing over 400 live shows and providing over 4,500 career opportunities each year, with clients ranging from theatres to theme parks and cruise ships to museums.

As the business continued to expand, RWS realised what was missing from its client journey was master planning and design. So, Ryan approached me, and it seemed like a natural fit. Our vision and values are the same, so this seemed like a great opportunity to ensure that the next 35 years of JRA will be as successful as the last 35 have been. I'm staying on as President, and our talented team will keep creating amazing experiences from our Cincinnati studio. I'm very excited for 2022; we're opening over a dozen projects around the world, from brand lands to children's museums to indoor theme parks and FECs. Over the next three years, we'll complete work on several major international theme parks and landmark attractions. Add that to the opportunities that RWS

will expose us to in the cruise ship, live performance, and resort markets, and we have every reason to be optimistic about what the future will bring. I'm thrilled about our acquisition by RWS. The opportunities are limitless, particularly for the people that work here who are capable of doing anything. I'm thrilled that they will have opportunities to expand the things that they do. I have no idea how far we can take it, but I'm very excited to be along for that ride.

BW: What makes JRA unique?

KJ: It's the people. We have some of the most genuine – and genuinely talented – people in the business. I like the fact that people enjoy working here and have fun. When it's not fun, I'm not going to do it anymore. But it's important to me that everybody else has a good time too.

BW: You've been in the industry for 50 years now – what have been the highlights?

KJ: While I've had plenty of professional milestones, what has brought me the greatest happiness and fulfilment through the course of my career are my family and the friends I've gained over the last 50 years. Personal highlights include marrying my wife Patti and the birth of my two daughters (and of course, my five – soon to be six – grandchildren). Alexis (Lexi) was born in Vancouver during my tenure with Expo '86, and Chloe was born in Sydney while I was working with Australia's Wonderland. It's been a joy experiencing our many adventures together.

The Land of Legends
Theme Park
-Antalya Turkey
-Master Planning
and Design





Keith James with
NextGens at 2016 Theas
Photo for TEA by Chris Chien

BW: What has been your proudest career achievement to date?

KJ: All of the projects and opportunities have been uniquely challenging and rewarding, but for me, my favourite part of the industry is the people – experiencing different personalities, different cultures, and different perspectives. Many of the people who work at JRA are individuals I've worked with for 20, 25, even 30 years or more. I'm most proud of them – how they've grown, the opportunities they have had and will continue to have, the quality of work they have produced, and who they are as people. The projects are great, but it's the people I'm proudest of and most thankful for.

BW: And what have been some of the most significant changes within the industry that you have seen?

KJ: The technology and tools that we as an industry get to play with is probably what has evolved and changed the most over the past five decades. But even though technology is terribly important, I'm still a great believer in smiles. If the ride operator has a frown on their face, it will diminish your experience. There is nothing more valuable to a visitor than 'please' and 'thank you', and there is nothing more valuable to a parent than their picture with Mickey, regardless of what we spend on technology.

BW: How have you seen Covid-19 impact the industry and do you see a shift in terms of business picking up?

KJ: I am an eternal optimist for our industry, especially right now. The recent IAAPA show was excellent for a variety of reasons and it was great to see everybody. I loved how enthusiastic my colleagues were and how eager they were to see the industry get out of the hole it's been in. However, I think it will probably be about 18 months until the recovery is complete. We need to pay attention to that lag and look out for each other. Hopefully, we can work together so that it is not 18 months, but regardless there will be a gap before we return to the level of success that so many of us enjoyed in 2019.

BW: What are your goals moving forward?

KJ: I want us to grow and be flexible and adopt new ways of doing things. We also need to pay attention to the youth that are coming into the business, because they are so much better at many things than old folks like me, but they need to understand that a lot of what we do you learn by doing. It's hard to be taught what we do in a school or class. For those who have experienced a lot, it is our responsibility to share those experiences with the next generation so they can succeed.

Personally speaking

Not a lot of people know this but...I was a competitive swimmer as a child.

Family aside, the prized possession I value above all others is...I don't really have them. The rest of the stuff is just stuff.

My favourite musical is...Phantom of the Opera

When I'm not working, I like to...play with my grandchildren.

The people who have influenced me the most are...my mother and my wife.

My unfulfilled ambition is...whatever opportunities I may have tomorrow.

The Covid 19 pandemic has taught me...resilience and patience.

Calaway Park Calgary, Canada

By Emma Davidson

Having opened its doors in 1982, Calaway Park is located 10km west of Calgary, Canada in the foothills of the Rocky Mountains. The park takes its name from 'Calgary away', combining the two words, and it has grown continuously from its original 14 rides and attractions, with the park now holding 32 rides.

The park is the largest in Western Canada and is owned by original investor, Gordon Dixon. After a difficult start and many developmental struggles, the original Flinstone Fun Park decided to change its name to Calaway Park and opened its doors properly in 1982, with entry costing CA\$11.95 at the time. Since then, the venue has expanded massively and is now cited as one of the best theme parks in the country.

Calaway Park's two most iconic rides are the Vortex roller coaster and Timber Falls log ride. Among the venue's line-up of rides guests will also find the Aeromax, an exciting ride for all the family, which allows riders to experience life as a crop duster plane pilot soaring at heights of over eight-metres. Another popular ride at the park is the Balloon Ascension, a family ride that consists of eight hot air balloons that rise up into the air like a Ferris wheel. Alongside these two attractions, the park has its Adrenaline Test Zone ride, Air Gliders, Baja Buggies, the Dream Machine, Dodgems, the Ocean Motion, Carousel, Hilltop Railway, U Drive and the Sky Wynder, among many others.

As well as the obvious excitement of the rides, there are also 19 food locations, 17 skill testing games and five attractions including the Cinemagic 3D theatre, Haunted Hotel, and CP Spray n' Play.

The park entertainment team includes a live character cast who perform with its Calaway FUN AR app experience, and the Calaway Live cast, two live stage shows are carried out by this team of local performers all summer long at its Celebration Square Stage.

Calaway Park truly offers something for everyone, and its wide range of food is a firm part of the experience, too. With five restaurants, guests can enjoy a sit-down formal family meal, or, at its 13 concession locations, there is something to satisfy all taste buds.





PARK LIFE

Sweet treats include: BeaverTails pastries, candy floss, ice cream, snow cones, churros and mini donuts, whereas savoury delights come in the form of the Hamborghini burger, deep fried pickle spears, pizza, hot dogs, corndogs, pretzels, and popcorn. The park also has its Sweet Toothe Candy shop with freshly made candy and caramel apples.

Park guests are also offered the option to stay the night in the RV park and campground, which is just a short walk from the gates of the main entrance. Guests can spend the night under the stars and wake up with a view of the mountains in one of its 104 sites. There are various options available for guests, and each experience comes in at a different price point. The 'Stay and Play' package, which gives visitors two nights' stay at the Calaway RV Park and Campground, as well as four one-day 2022 admission tickets to the amusement park is CA\$199+GST. Other packages offer cheaper prices for one night's stay and/or a smaller number of tickets. Admission to the park includes unlimited rides, live stage shows, access to Cinemagic 3D, the Haunted Hotel, and CP Spray n' Play, as well as free parking.

With a 100+ day operating season between May and October (21 May – 10 October 2022), families have the opportunity to visit during a weekend event, such as Halloweekends, or make Calaway Park part of

their summer holiday plans during daily operation. During this time, the park's annual attendance equates to over 500,000 guests.

With so many flocking to the park every year, there are a few main areas that keep guests coming back for more. As Calaway Park's main focus is on family fun, some of its key attractions are the Vortex roller coaster, which was designed and manufactured by Arrow Dynamics, and, also, the Timber Falls log ride, manufactured by WhiteWater. This ride takes guests on a journey through three interactive themed buildings, transporting them to the Timber Falls Sawmill. Three high velocity drops and a zig-zag river section make this a great one for adrenaline junkies of all ages, and non-riders can even join in the action from the Timber Falls view area with two explosive water cannons available to use.

Another one of the park's most popular rides is the new 'Bumble Blast' attraction, which opened in 2019. It is a spinning, eight-track roller coaster that has various twists and turns and is suitable for families of all ages, with this specific ride designed and manufactured by Gosetto. Bumble Blast seats passengers back-to-back in their own cars and can easily accommodate adults, as well as children.

Other popular attractions include; CP Spray n' Play built by Play Quest, this section of the park includes 15 water features, offering the perfect



place to cool off during the summer heat, and equipment by Vortex International; as well as Cinemagic 3D, a cinema featuring 3D movies from nWave, great to escape on a hot day to enjoy a 12-minute family friendly 3D film.

In 2021, Calaway Park celebrated 40 years and introduced the Calaway FUN AR app experience. The park offers two AR experiences at the venue, including an enchanted forest fairy experience alongside its live street cast of fairies. The second experience is the AR family fun frame, this was introduced to enable guests to snap photos at key opportunities throughout the park, enhancing their overall experience by taking a regular family day out photograph to the next level.

2021 also saw the park partner with acceso to create its new eCommerce ticketing suite and point of sale systems. This included the creation of a new digital Season Pass program for its 2022 season. The use of e-tickets within venues such as Calaway Park has been an extremely popular and successful venture post the COVID-19 pandemic. E-tickets promote the use of contactless technology, minimising touch points and potential infections.

Alongside its recent 2021 additions, Calaway Park has worked with many industry partners to expand and deepen its unique and carefully crafted experience over the years. In 2013 the venue worked with NWave and RealD to create the Cinemagic 3D theatre, and it continues to work with both of these partners to offer a new 3D film every year.

2014 saw the Timber Falls ride built with WhiteWater and the park also working with Pan Amusements to create two interactive builds within the Timber Falls experience and to renew its wild west Shooting Gallery game.



Other expansions within the park over the years include the addition of Sky Wynder in 2018, a spinning drop ride, manufactured by Moser, and in 2019, the park built CP Spray n' Play with local and national supplier, Play Quest. In 2022, Calaway will be showing NWave's Wanted: Alive 3D.

The COVID-19 pandemic has meant a challenging couple of years for the park, however it had a great season in 2021 and plans to reopen its Celebration Square Stage this year, for its two brand-new Calaway Live stage shows. Calaway Live has been performed at the park since its opening in 1982 and the cast are an iconic part of the guest experience, bringing a new level of unique entertainment for all in attendance. The park hires around 12 local youth performers to make up the cast every season and they work meticulously with the park's Entertainment Director and a local choreographer to create energetic, magical and family-friendly live stage show performances.

Bob Williams, Calaway Park general manager concluded: "Calaway Park is Western Canada's largest outdoor family amusement park. Entering our 41st year of operation in 2022 we are as passionate as the first day we opened. Being able to operate through two COVID-19 years has helped to remind us of our core purpose "Your Smile is Our Mission".

"It's all about family fun, we just love what we do! Our team is focussed on giving value and creating experiences for the young and old. We are blessed to have the team we work with while also being located in the foothills of the Rocky Mountain, just outside of Calgary, Alberta. With our future plans we look forward to the next 40 years plus!"

PARK LIFE

At a glance

Opened in 1982

32 rides

Largest amusement park in Western Canada

Annual attendance — over 500,000 guests

Key manufacturers & partners: Arrow Dynamics, acceso, Gosetto, Moser, NWave, Pan Amusements, Play Quest, RealD, Vortex International, WhiteWater



Light on the Horizon

By Dennis Spiegel

As we enter a new year, International Theme Park Services (ITPS) founder and CEO Dennis Spiegel looks ahead at the opportunities presenting themselves to the amusement industry.

During my tenure of penning these articles, I have always attempted to be fair in my assessment of industry activities, happenings, opportunities, and challenges. Alas! I see some bright lights on the horizon leading us into 2022. These are global indicators which speak volumes for this new year.

Capital expenditures are back. Parks and attractions have a lot of new products coming online in 2022 and 2023. Coasters of all sizes and experiences are coming this season. As we know in our industry, "Coaster is King." There are over 20 coasters coming online this season at attractions around the world.

These include:

- Flamingo Land, UK, from Intamin – featuring 10 inversions
- Farup Sommerland, Denmark, a special design from Vekoma
- Lotte World, South Korea, a Mack launch coaster
- Sun World Hon Thom Nature Park, Vietnam, a Great Coasters wooden coaster
- Luna Park, Australia, the return of the multi-launch Big Dipper coaster by Intamin
- Parc Asterix, Paris, France, a renovation of the Tonnerre 2 Zeus wooden coaster by the Gravity Group
- Bollywood, Dubai, UAE, the Bombay Express hybrid wooden coaster by Great Coasters

And the list goes on. These coasters, along with other rides and

attractions, are going to be debuting in 2022. Hundreds of millions of dollars have been poured into the industry for this coming season. We realise that repeat visitation is the life blood to our success and Capex drives the repeaters back year on year. So, it is reasonable to say the proper amount of investment is coming online to drive visitors back to parks in 2022.

For the record, pricing increases saw no pushback in 2021, this includes admissions, as well as all internal pricing, food, beverage, retail, and parking; every opportunity was realised.

One thing that helped promote spending was touchless / contactless programs that were accelerated to meet Covid impacts. Parks and attractions, large and small, quickened their entry into the touchless / contactless technology. Not all operators expected to see per capita spending increase, yet many parks saw increases ranging from 11% to 30%. This improvement is here to stay due to the public's acceptance of the technology.

In addition to price increases, we will see dynamic pricing continue to expand across the industry. Disney has had amazing success with the introduction of "true" dynamic pricing. Some parks have been experimenting with hybrid forms of dynamic pricing. The parks that figure out how to implement and operate under valid dynamic pricing procedures will rule the industry. Disney is well into dynamic pricing and the positive results are reflected in its quarterly reports.

People like our industry. . . no, they love it! This too was reflected during the yo-yo year of 2021. When parks re-opened, throngs of guests returned. They genuinely missed visiting with us in 2020. We saw early signs in 2021 that pent-up demand for our product was occurring around the world. From EuropaPark in Rust, Germany to water parks in Guangzhou, China, people returned with no reservations. Expect the same thing to happen this year.

There was however, a significant problem of great proportion that was experienced around the world, and that is labour shortage. Labour scarcity was an issue experienced around the world. It will continue to be a hindrance for attractions during 2022 and into 2023. Here in the US, the reinstatement of the J-1 foreign exchange program will help alleviate the labour situation. Operators must figure out ways to staff with quality personnel at reasonable pay rates. 2021 saw huge wage increases to park staff in the US. It is easy to give someone an increase, BUT very hard to take away. It will be interesting to see the dynamics of these adjustments in the next two years.

A major factor that has been guiding our industry's continued upward trend in attendance and revenue is the never-ending technological advancements that improve product and guest experience. Manufacturers and suppliers have the accelerator to the floor as it relates to attraction technology advancements. Every month, we see new technological announcements, to both help the operators be more efficient and for the guests to receive more dynamic, immersive interactions. Automation, robotics, and immersion. . . just watch the new Disney Star Wars hotel offerings when it opens. The guests become part of the show, from being costumed to being engaged and interactive with the staff. In essence, they become part of the show. We are going to have more immersion, both short and long-term.

Park operators had a shocking awakening in 2020. It caused the industry to examine and dissect operations in ways never considered. Tough and rough actions were undertaken, but everyone has emerged smarter and more efficient. Those efficiencies will carry forward for decades, one of the good things to come out of Covid/2020. Make no mistake, looking ahead, there is a bright light on the horizon for our industry. Better get out your sunglasses!



About ITPS

Dennis Spiegel, past Chairman of IAAPA, is Founder & CEO of International Theme Park Services, Inc. (ITPS) - the leisure industry's leading independent, full-service consulting firm. Located in Cincinnati, Ohio, US, has worked on over 500 projects in over 50 countries since its inception in 1983.

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Contact: Tureks International Fairs co.
Tel: +90 212 570 63 05
Email: nergis@tureksfuar.com.tr
www.tureksfuar.com.tr

March 1–3

EAG 22, Entertainment, Attractions & Gaming International Expo, ExCel London, UK
Contact: Swan Events Ltd, Gainsborough House, 15 High Street, Harpenden, Herts, AL5 2RT, UK
Tel: +44 (0) 1582 767254
Email: karencooke@swanevents.co.uk
www.eagexpo.com

March 16–18


RAAPA Expo 2022, Russian Association of Amusement Parks and Attractions
Pavilion 57, VDNH, Moscow RUSSIA
Contact: RAAPA, POBox 74, Moscow, 129343, RUSSIA
Tel: +7 495 234 5233
Email: raapa@raapa.ru
www.raapa.ru

March 26–28

CAE Beijing 2022, China International Exhibition Centre, Shunyi New Venue, Beijing, CHINA
Contact: Katie Wang, L&A International Ltd, 6 Penmere Grove, Sale, Cheshire, M33 4FP, UK
Tel: +44 (0)161 6100022
Email: katie.w@chinaattractionsexpo.org
www.chinaattractionsexpo.org

March 28–30

DEAL 2022, Dubai World Trade Centre, Dubai, UAE
Contact: International Expo-Consults (IEC)
Tel: +971 4 3435777 Email: deal@iecduhai.com
www.dealmiddleeastshow.com

 Additional copies of *InterPark* distributed at these events.

As dates sometimes change, please check with organisers before visiting international trade events.

May 10–12

2022 Asia Amusement & Attractions Expo (AAA) China Import & Export Fair Complex (Area A) Tina Chang, Guangdong Grandeur International Group
Tel: +86 20 221 06418
Email: sales@grandeurhk.com
www.aaaexpos.com

May 16–18

Saudi Entertainment & Amusement 2022, Riyadh International Convention & Exhibition Centre, Riyadh, SAUDI ARABIA
Contact: DMG Events
Tel: +971 4 438 0355
Email: info@dmgevents.com
www.saudientertainmentexpo.com

June 8–10

IAAPA Expo Asia 2022, Hong Kong Convention and Exhibition Centre, Hong Kong SAR, CHINA
Contact: International Association of Amusement Parks & Attractions, 4155 West Taft Vineland Road, Orlando, Florida, USA
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Fax: +1 321 319 7690
Email: iaapa@IAAPA.org
www.iaapa.org/expos/iaapa-expo-asia

June 29–July 1

9th Events & Amusement Expo Tokyo Makuhari Messe, Tokyo, JAPAN
Reed Exhibitions Japan Ltd
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Email: eventexpo.eng@reedexpo.co.jp
www.eventexpo.jp/en-gb.html

September 13–15

IAAPA Expo Europe, ExCel London, UK
Contact: International Association of Amusement Parks & Attractions, 4155 West Taft Vineland Road, Orlando, Florida, USA
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- Unique **hypnotic movement** that captures the attention of the park's guests.
- The open seating configuration enhances the riders' **sense of freedom** adding to excitement.
- The ride **hosts 24 riders** in six, four-seater airplanes and takes them up to a height of 14.7 m (48').

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